

Case Study

Area non-profit

OBJECTIVE: An area non-profit is looking to understand their top donors as well as insights for driving improved response.

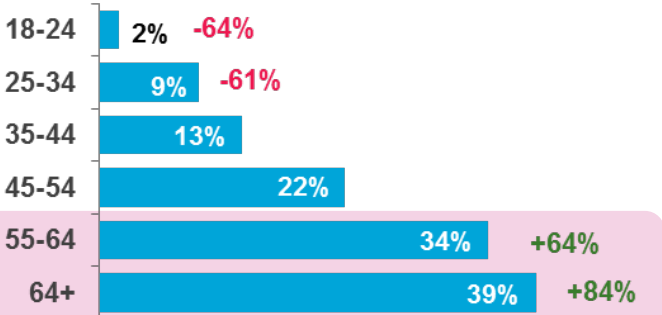
FINDINGS: Identified 3 Mosaic groups that together account for roughly **55%** of all donors

- Mosaic groups provide a clear picture of donor choices, preferences & habits to aid in future communication
- Also found that donors overwhelmingly prefer one marketing & motivational theme:
 - *Buy American* – These prudent shoppers are nostalgic for, “how it used to be”

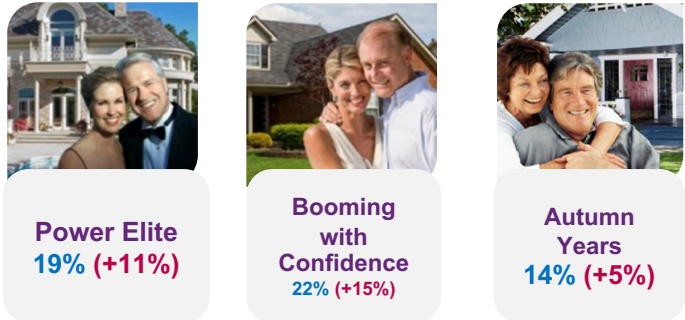
RECOMMENDATION: Themes should focus on respect for tradition & their years serving the community

- Craft literature hitting upon the non-profit’s long history working with local families
- Traditional channels are still ideal (i.e. TV & Radio), but we found promoting online is also effective

Age of Primary Decision Makers



Top Mosaic Groups



Top TrueTouch Segment

