Case study
Non-profit organization

- **Objective:** A major nonprofit charity wanted help driving more & higher donations
  - Built a Prime Performance Model (PPM) using a cohort of recent donors

- **Findings:** Donor population was split almost evenly into two distinct segments based on wealth:
  - **Affluent Families,** who tend to be: Older married households with advanced degrees
  - **Lower Income Donors,** who tend to be: Female headed households with blue collar occupations

- **Results:** The client can now develop a capital campaign strategy to target each distinctive segment:
  - Models for both **Affluent Families** & **Lower Income Donors** identified roughly:
    - 50% in the top model tier & 70% in the top 2 tiers