

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

Client Donor Segments

