



fighting donor defection

with automated donor nurturing

a case study featuring

Valley of the Sun United Way

organization



Valley of the Sun United Way

has served the needs of individuals and families in Maricopa County since 1925. That's in Arizona for all you out-of-towners — where it's sunny 211 days of the year. But

it isn't all sunshine and rainbows for everyone in the Valley, and that's where VSUW comes in.

They build caring communities where each person has the opportunity to achieve the aspirations we all share: a good education for our kids, a safe place to live, food on the table and the security of financial self-sufficiency. They bring together partners from every sector – public, business, non-profit and faith-based organizations – to get things done. They are real-life superheroes, so of course, we were super excited to help them in any way we could.

challenge

Like any good superhero story, VSUW's started off with a threat. Nearly 60% of new donors would not give a second time and once a new donor lapsed they were very difficult to win back. Cue dramatic music and a rainy alley scene.

While their lapse rate was far better than the national average, it was evident that this represented a huge opportunity. By reducing new donor defection, the organization would have a significant impact on revenues. So, VSUW reached out to their friends at Pixa for help in defeating donor defection.

Picture Pixa dressed in a colorful spandex body-suit swooping in to save the day with innovative ways to slow the attrition of new donors and win back those that had recently lapsed. After conducting an in-depth needs analysis and lots of stretching, Pixa found that new donors were not connected to the organization emotionally and in many cases did not clearly understand the impact of their gifts. It was evident that there was a tremendous opportunity to communicate with new donors in a way that would increase engagement.

After an uplifting montage scene, Pixa had the pivotal light bulb moment. They recommended that VSUW launch a systematic and strategic approach to their donor communication with a twelve month automated donor nurturing system.

TAKE THAT, EVIL DONOR DEFECTION!



objectives

- *Reduce new donor defection*
- *Reactivate & re-engage lapsed donors*
- *Increase revenue*

Need a Hero?

solution

So Pixa put in place VSUW's custom donor nurturing system, designed to engage new donors consistently through multiple channels of communication.

CHANNELS OF COMMUNICATION:

- *POW!* Personalized direct mail
- *BAM!* Segmented emails
- *BOOM!* Personalized landing pages
- *SMACK!* Telephony

In an energetic action scene, Pixa segmented the group of donors by previous gift amounts to create different "tracks" of communication. These tracks allowed smaller donors to be nurtured inexpensively using email and recorded messages while larger donors received a different program with more direct mail pieces and direct outreach calls from volunteers and staff.

Pixa was able to help VSUW maximize the budget and invest more in those donors that represented higher revenue potential, while still nurturing the smaller donors. Each of the three tracks had a minimum of ten touch points throughout the year and all behavioral interactions were tracked. The touch points were designed to take the donor on an emotional journey with inspiring stories of real people, highlighting how the donor's support had impacted them.



Like so many out there, our donor database is complex. This donor automation program allows for consistent, targeted communications to our donors, which has proven better retention in our first year.

results

As with all good energetic action scenes, this one ended happily with astounding outcomes.



DONOR RETENTION INCREASED
over 20% to a 60% retention rate

16%

of recently lapsed donors were reactivated or re-engaged



**When VSUW calculated the lifetime value of the donors*

Plus!

Total revenue more than covered the cost of the program

The credits start to roll as applause begins. Another superhero story is complete, VSUW goes on to continue serving the Valley and Pixa looks forward to helping their next friend fight donor defection.

-Laura Kaiser, Vice President, Engagement

oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.



Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY
& DESIGN



LEAD
GENERATION



DONOR
NURTURING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PIXA PRINT
PORTAL



CORPORATE
PRINT



DIRECT MAIL
MARKETING

pixadirect.com

Think Pixa, your local full-service marketing & print resource