



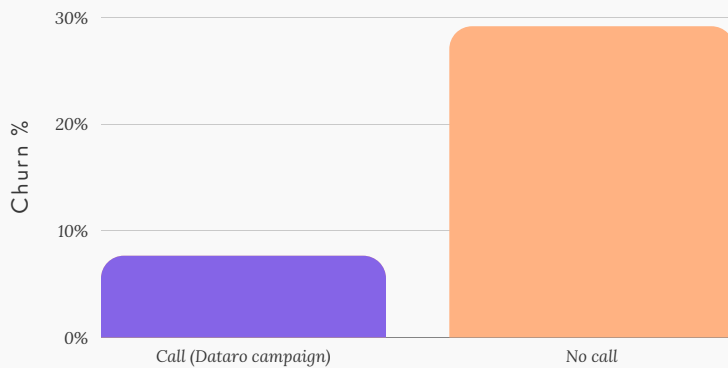
CASE STUDY

FRED HOLLOWS FOUNDATION NZ

The Fred Hollows Foundation NZ saved an estimated 211 regular givers from churning over a seven month period, using Dataro’s AI prediction software and a well-timed intervention thank you calling campaign.

With Dataro’s AI-powered donor churn propensity scores implemented directly into their CRM, The Foundation were able to identify which regular givers were most at risk of churning.

Armed with this knowledge, the Engagement Team implemented a monthly thank you calling campaign, targeting 150 at-risk donors each month (on average) and following them up with a personalised call to thank them for their ongoing support and re-engage them with The Foundation’s vision and purpose.



211
regular givers saved

\$104,005
in net revenue saved*

*assuming retained donor would go on to give an additional 18 monthly gifts

28x
ROI with Dataro

"Without Dataro’s AI software, we wouldn’t have known which of our regular givers were at risk of cancelling their monthly gift. Knowing who is likely to churn each month, we are now able to implement effective interventions, like a simple calling campaign, to help keep our donors engaged with our vision and purpose, and keep them committed to supporting our work. We’re thrilled with the donors we have retained along with their invaluable support."

Jessica Ainsley, Insights Manager



How We Did It

Dataro’s Predict Regular Giving propensity model was implemented with The Fred Hollows Foundation NZ’s CRM – BlackBaud’s Raiser’s Edge NXT. Using machine learning, the Dataro model generated propensity scores for all of The Foundation’s active regular givers. These scores were seamlessly integrated in their CRM against the donor record, and showed how likely each donor was to miss three gifts in a row in the next 6 months or how likely they were to call and cancel their recurring gifts. Using the list function, the Engagement Team were able to easily identify the 150 regular givers at risk of churn each month (on average) and provide a list of donors to their calling team for thank you calls.

Analysing the Results

Seven months after the calling campaign was implemented, we saw:

1. Dataro’s predictions were accurate, with higher churn scores accurately correlating with a higher churn rate
2. Donors who were called had significantly lower churn rates compared to donors who were not called
3. Most regular givers appreciated the call with very few cancellations

Takeaway: Without AI propensity software, nonprofits are unable to identify which regular givers are at the greatest risk of cancelling their gifts and cannot effectively deploy intervention tactics.

WHY DATARO?

- Increase fundraising returns
- Reduce wasted calls & mail
- Faster campaign list creation
- Weekly score updates
- Protects donor privacy
- Secure cloud-based system

1. INTEGRATE

By integrating with Dataro you can see new propensity scores each week for all of your donors.

2. CREATE

Quickly build higher performing campaign lists by identifying the donors most likely to respond.

3. ANALYSE

Automatically analyse campaign results, validate predictions and generate campaign reports.

ABOUT DATARO

Dataro is the AI-powered donor scoring software built exclusively for nonprofits. Dataro’s software allows for-purpose organisations to take advantage of game-changing machine learning technology across their fundraising campaigns, helping them to raise more funds and have a greater impact.

OUR PROPENSITIES

- Regular Giving Churn
- Regular Giving Reactivations
- Regular Giving Upgrades
- Convert to Regular Giving
- Confirm Gift-in-Will
- Direct Mail Appeals
- Direct Mail Appeals (>\$500)
- Lapsed Givers (24M)
- Mid-Level Giving
- Major Giving