



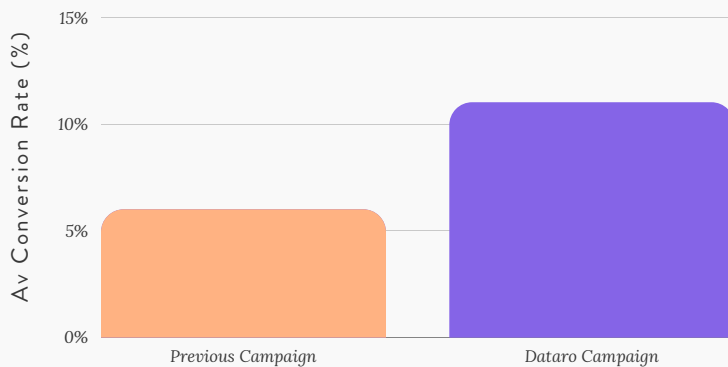
CASE STUDY

# THE WILDERNESS SOCIETY

The Wilderness Society almost doubled their regular giving response rate, using Dataro's AI prediction software and implementing a highly targeted monthly convert to regular giving calling campaign.

Using Dataro's Convert to Regular Giving propensity model, the Wilderness Society identified each month which existing cash donors had the highest probability of converting to a regular gift if asked.

By calling only those cash donors with the highest likelihood to convert, the Wilderness Society team were able to convert 48 new regular givers over five months with an ROI of 2.2. Assuming each regular donor gives a further 18 monthly gifts, the calling campaign will raise an estimated \$14,172 in net income in monthly gifts, with a cost per acquisition of \$137.



**1.8x INCREASE**  
cash to RG conversion rate

---

**\$14,172**  
net revenue in monthly gifts\*

\*assuming regular donors would go on to give an additional 18 monthly gifts

---

**\$137**  
cost per acquisition

---

**2.2x**  
ROI with Dataro

*"It's much easier and more cost effective to convert existing cash donors to regular givers than it is to attract new donors. With the help of Dataro's AI software each month we can predict which of our existing cash donors are likely to respond to a regular giving ask from us at that particular point in time. By targeting the right people, at the right time, we've been able to basically double the conversion rate we've achieved previously. We're thrilled with the results."*

**Kenny Forshaw, Supporter Care Manager**



## How We Did It

Dataro’s Convert to Regular Giving propensity model was implemented directly within the Wilderness Society’s Blackbaud CRM. Using machine learning, the Dataro model generated propensity scores for all of the Wilderness Society’s active cash donors, providing a prediction of how likely each donor would be to convert their occasional giving to a regular donation, if asked. These scores were then seamlessly integrated into the Wilderness Society’s CRM against the donor record both as a percentage and rank. The Wilderness Society team set up a monthly query in their CRM to pull a list of the top 250 donors with the highest RG Convert Scores for the internal Supporter Engagement specialists to call as part of their monthly RG conversion calling campaign.

## Analysing the Results

Previously the Wilderness Society ran larger regular giving conversion calling batches twice per year, making selections using the recency frequency value model.

Using Dataro’s software, the Supporter Engagement team were able to accurately identify which cash donors would likely respond to a regular giving ask, moving to calling smaller lists of donors more regularly. Calling the right donors each month, with the right message of thanks and a well-framed request for further support, the new internal calling team successfully converted 11% of donors called - almost double their typical calling campaign response rate of 6%.

## 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

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