CASE STUDY

AUSTRALIAN RED CROSS

In their first campaign with Dataro, the Australian Red Cross generated $266k in additional appeal income from new mid-value prospects identified by Dataro's AI software and converted 34 new donors to mid-value levels, with more likely to convert in the next appeal.

The 2022 Festive Appeal was the Red Cross' most successful appeal on record, raising $3 million in revenue and exceeding $1 million in mid-value income for the first time in a festive appeal.

When the Red Cross partnered with Dataro, the goal was to use machine learning (AI software) to:

1. find new mid-value prospects in their existing database
2. prioritise which donors to steward from standard-value to the mid-value giving range
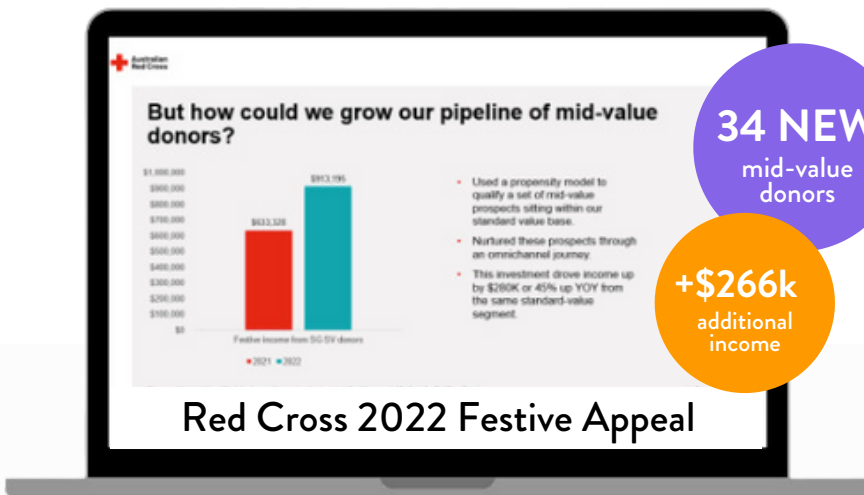
Festive Appeal Results: Mid-Value Prospects

$266k
in additional appeal income

34 new donors
converted to mid-value level

45% increase
in standard-value income YOY

Red Cross used Dataro's Mid-Level machine learning model and their own in-house RFV model to select a group of standard-value donors with the highest likelihood to convert to mid-value giving level over the next 12 months. All prospects (and existing mid-value donors) were sent on the same enhanced mid-value donor journey for the 2022 Festive Appeal.

Red Cross 2022 Festive Appeal

34 NEW mid-value donors

+$266k additional income

"Our investment in machine learning has paid off in identifying the most highly qualified mid-value prospects to be nurtured. We're thrilled with our results so far and can't wait to see what the next 12 months of stewardship effort delivers with our new group of prospects."

**Lenny Elario - Senior Fundraising Lead
AUSTRALIA RED CROSS**

Analysing the results

Donors identified as good mid-value prospects by both Dataro and the charity's RFV were 2x more likely to respond and generated $505k in income (a mix of mid-value gifts and standard base income). Approximately 53% of this income ($266k) was generated by new prospects identified by Dataro's model only.

An additional 34 donors identified by Dataro only moved up the pipeline to mid-value level in this appeal. Given mid-value giving is about relationships, Red Cross expects more of these newly identified mid-value prospects will convert from standard-value base to mid-value level with the next appeal campaign.

Overall, the efforts to identify new mid-value prospects within the standard-value donor base (using both Dataro and RFV) helped grow standard base income by $280K YOY. This represents a 45% lift in giving for those new prospects taken on the mid-value appeal journey (but not yet converted mid-value). Standard-value donors identified by Dataro only had a higher median gift of $150 (compared to $100 for RFV only selections). The Dataro only selections contributed $251k in standard base income (compared to $229k for RFV only selections).

How we did it

Dataro's Mid-Level donor propensity model was implemented directly within the charity's custom CRM. Using machine learning, propensity ranks and scores were generated for all of the charity's active cash donors, providing a prediction of how likely each donor would be to give between $500 and $5,000 cumulatively in the next 12 months, if stewarded. Dataro's predictions were integrated in the charity's CRM against the donor record and updated weekly to help the charity identify their top prospects and prioritise their stewardship efforts.

WHY DATARO?

- Increase fundraising returns
- Reduces fundraising costs
- Faster campaign list creation
- Weekly updates of scores and ranks
- Protects donor privacy
- Secure cloud-based system

ABOUT DATARO

Dataro is the AI-powered donor scoring and fundraising analytics software built exclusively for nonprofits. We enable 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.

DATARO PREDICT MODULES

- Direct Mail Appeals
- Recurring Giving Conversion
- Recurring Giving Churn
- Mid-Level Giving
- Major Giving & Bequests
- Ask Amounts & Channels

FUNDRAISING INTELLIGENCE
Includes:

- Donor Flow Reports
- Second Gift Rates & Trends
- Lifetime Value Insights
- Revenue by Program / Channel
- Live benchmarking data