

**NON-PROFIT CASE EXAMPLE:**

Orphanage Charity Organization

**Problem:**

Changes in State funding for children is creating a deficit and leadership needs to focus on donations. Given the funds needed and the costs to acquire new donors, organization needs to focus on local businesses

**Analysis Questions:**

What types of businesses donate to the organization today? What is the penetration opportunity in this finite market? Who is the decision maker in regards to donation dollars for businesses?

**Business-to-Business Analysis and Segmentation:****Firmographic Variables**

- Geography
- Company type (HQ, single site, branch)
- SIC
- Employee Size
- Sales Volume
- Years in Business

**Transaction Variable**

- Donation Season
- Donation Amount
- Contact title

**Strategic Testing Plan:**

- Create a three tier strategy with an event, mail and telemarketing.
- Improve web affiliates and SEO to attract tax donations and be part of the business selection set
- Invite past businesses to bring associates and employees to engage with facility
- Create an on-going dialog with business donors and prospects, this is a relationship sell

**Major Findings:**

- Two groups donating - small companies and large companies with a static amount
- Contacts have a personal affiliation or experience with the orphanage
- Geography is not a limitation based on the personal nature of business gifts

**.Marketing Results:**

- Increased annual giving 10% while holding costs considering intensive copy
- Working with tax attorney's, 5% increase out of state cold prospects to donors