

SUCCESS SNAPSHOT National Wildlife Federation

PROBLEM

National Wildlife Federation (NWF) relied on high volume membership rolls and direct mail appeals to reach and engage donors. Multiple software tools and third party consultants were used to run the donor acquisition strategy. Cost were rising and low value donors cycled on and off membership rolls. At the same time, fundraising appeals struggled to deliver sufficient results in line with key performance goals.

SOLUTION

A digital transformation journey enabled a focus on donor life time value over volume. NWF implemented one donor management system to help focus on the right members and donors with well aligned motivational interest. They replaced disconnected systems, outdated processes, outsourced data management and third party segmentation vendors.

RESULT

Implementing StratusLIVE has empowered NWF to build stronger donor relationships while improving internal operations, teamwork, and in-house capacity. Analytical marketing is lowering cost, reducing waste, increasing speed to market, and producing better overall fundraising results. NWF can make better business decisions based on the real-time nonprofit metrics.

Real-time analysis of historical constituent and segment performance data, enabled National Wildlife Federation to reduce lead time on fundraising appeals from 6 weeks to a few hours.

BENEFITS FOR NATIONAL WILDLIFE FEDERATION

- Transition to donor centric culture to identify and engage donors with precision and accuracy. Moving beyond traditional RFM modeling to lifetime donor relationships.
- Increase donor response rates using individual donor-level predictive analysis from donor interactions, demographics, past transactions and participation.
- Eliminate dependency on 3rd party segmentation consultants, outside data management vendors and legacy donation tracking software.
- Bring all donor segmentation and appeal development in house while deploying multi-channel campaigns based on up to the minute transaction records and campaign responses.

“*The disconnected nature of the old software and vendors made reaching the goal of becoming a truly donor centric organization nearly impossible. StratusLIVE has helped us make a fundamental shift to a true CRM based system and bringing control back to our internal staff. We no longer need multiple systems, third party data management, analysis and segmentation vendors.*”

Caroline Itoh, Associate Vice President of Strategic Business Operations

