

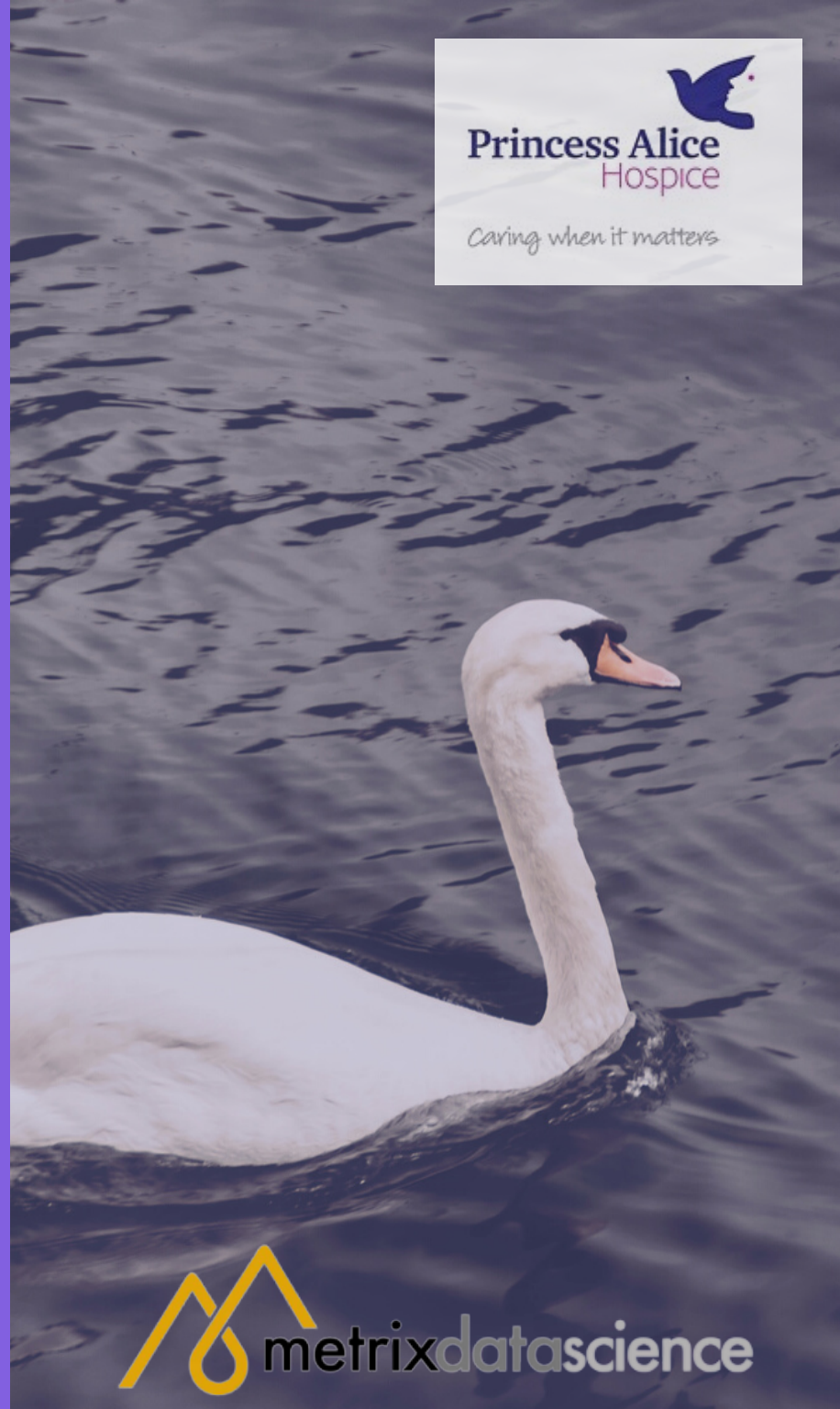
# Princess Alice Hospice

## Challenge:

Princess Alice Hospice collected donations in four ways:

1. Cash
2. Regular Giving
3. Lottery
4. Charity Shops

They wanted to know the crossover between people giving in these four particular areas to enable them to improve CRM.

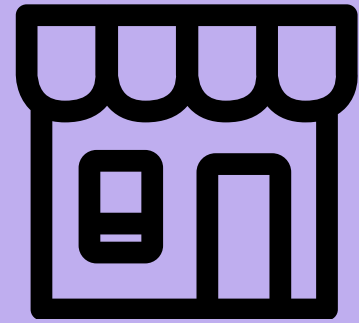
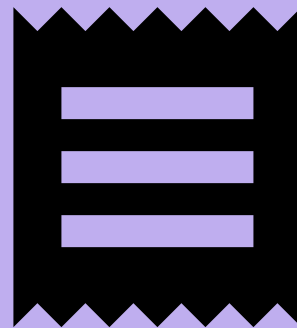
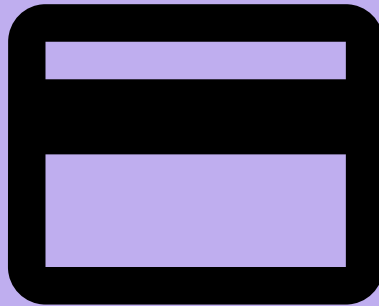


# What we did:

## CRM strategy

We segmented the donors within each of the four donation channels to create 15 clusters of look-a-like donors.

We then investigated which segments had high proportions of multi-channel donors, thereby highlighting groups of donors with the highest potential for cross sell.



# Outcome:

We developed bespoke pen portraits for each segment to help with creative design.

We also produced a comprehensive cross sell strategy for each segment and an algorithm to allocate new donors into their relevant segment, irrespective of channel.

