

UNICEF

Challenge:

Along with most charities, UNICEF considers legacies as fundamental to their fundraising efforts. However with legacy income declining they required a method of cost effectively maximising the number of new legacies.



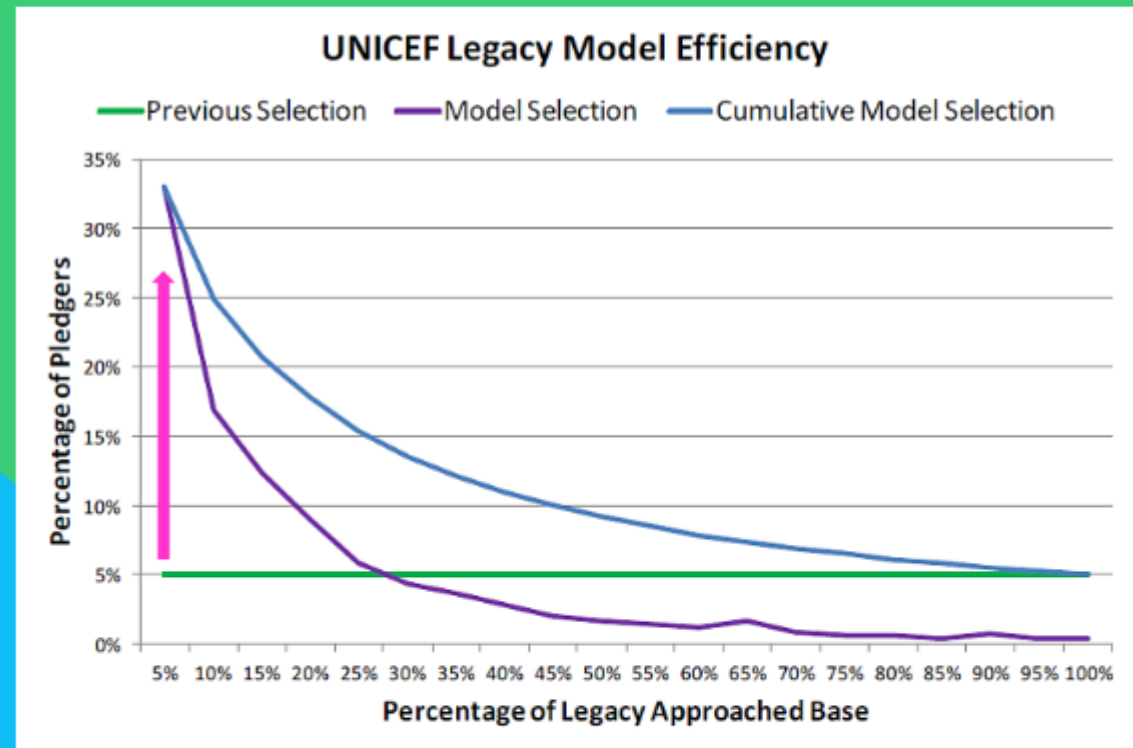
What we did: Identifying Legacy Prospects

We carried out analysis to ascertain how well the pledging process worked and found out that over 60% of donors who pledged went on to leave a legacy.

With that in mind, it was decided that a model would be built to maximise the number of pledgers.

This was done by comparing transactional data, events and demographic data of pledgers with those who didn't pledge.

This model was then applied to the donor base to give a score to each donor in terms of their likelihood to pledge.



Outcome:

The model was tested against the current selection methodology and resulted in a 200% increase in the number of pledgers.



200%
increase