

Helping charities fundraise more effectively

PersonicX[®] v2: Charity



Charity Proposition

Market challenges

As consumers' disposable incomes are impacted by the current economic downturn, the proportion of income that they are able to donate to charity will undoubtedly be affected. As a result charities must find ever more innovative and efficient ways of engaging with their donors, both from recruitment and a retention / development perspective.

These same market pressures also mean that charity organisations themselves are operating within strict cost controls, with scant resource available to support more targeted, tailored marketing activity, at the very time that these marketing activities will have the biggest impact.

To help our charity clients conduct cost effective marketing campaigns that maximize donor value, Acxiom has developed a simple packaged solution using our Personix v2 Charity, a behavioral and demographic consumer segmentation tool.

This solution requires no in-house analytical resource or external data, which often carry high associated license costs. We are able to provide a complete packaged solution which allows you to execute campaigns that are not only more targeted but also more cost effective.

Personix v2 Charity aims to address current and specific donor challenges such as the three listed below:-

- **Converting donors from cash to direct debit**

Since direct debit donors have a lower propensity to lapse and, therefore, a higher lifetime value, encouraging cash donors to pledge regular donations by direct debit is a priority for donor development.

- **Increasing/upgrading donor values**

Understanding the likelihood of different Personix v2 Charity types to increase their current donation value will help you manage your messages to achieve this objective. This will ensure that you maximise returns from those most likely to increase value without alienating those whose gifting is already optimised. This is especially useful for direct debit donors. Targeting these donors using transactional data alone can be difficult as donation recency, frequency and value will often be exactly the same.

- **Encouraging legacy donors**

Recruiting legacy pledgers effectively, and managing your relationship with them to ensure their ongoing commitment, will deliver a strong ROI if successful. Acxiom will help you to identify which of your donors are most likely to pledge a legacy gift, and target them with appropriate messages, so that your legacy activity is more clearly focused for long-term ROI.

Whether you would like to uplift RFM selections or would like selectability outside your donor history, Personix v2 Charity will help you to prioritise the donors who are most likely to respond to your campaign.

The solutions start with establishing a clear view of your business goals, priorities and campaign plans. The specific activity that Acxiom can then undertake for each challenge identified, is outlined below:

Phase 1 - Modelling

The first step to addressing these market challenges is to perform comparison modelling using PersoniX v2 Charity against your existing donors.

In order to produce a robust model, we would suggest each dataset be a minimum of 10,000 records. Examples of datasets required are below:

Converting from cash to direct debit

- Active Donors (who have made cash donations)
- Active Donors (who have converted from cash to direct debit)

Increasing donor value

- Direct debit donors (who have not increased their direct debit)
- Direct debit donors (who have increased their direct debit)

Above dataset must include donation value (per donation, plus total donor value)

Encouraging Legacy Donations

- Active cash or direct debit donors
- Existing legator and legacy pledgers

By modelling these datasets against PersoniX v2 Charity, we are able to identify those with the strongest propensity to convert to direct debit, increase their donation or pledge a legacy.

Phase 2 - The Score

Based on the results from the models, Acxiom will return your donor records with a score appended which may be passed directly to your mailing house to feed into campaign plans, or uploaded back to your donor database environment for ongoing selection.

Deliverables (see attached sample report)

- PersoniX v2 Charity Profile Report
- Donor Scores against dataset supplied

Optional Enhancements

Depending on the level of detail required, the propensity scores may be refined using our individual lifestyle and demographic data or by using your own information to feed into the solution such as donation value and frequency.

Example: Converting from cash to direct debit

Converting cash donors to direct debit

What we require from you	Donor names and addresses to match to Personix v2 Charity <ul style="list-style-type: none">• Active cash donors• Active donors who have converted from cash to direct debit
What you will receive	
Documentation	Personix v2 Charity profile for Direct Debit donors <p>This describes the distribution of your direct debit donors and compares it with the distribution of your cash donors. It will identify which Personix v2 Charity types have the greatest and least propensity for direct debit donations.</p>
Data	Direct Debit Scores <p>Acxiom will return your donor records with a score appended which will identify those cash donors most likely to convert to direct debit. This may be passed directly to your mailing house to feed into campaign plans, or uploaded back to your donor database environment for ongoing selection.</p>

Pricing

Basic Project

Profile & Scoring of up to 100,000 records	£3,500
Profile & Scoring over 100,000 records	Price on Application

Premium Project (With Optional Enhancement)

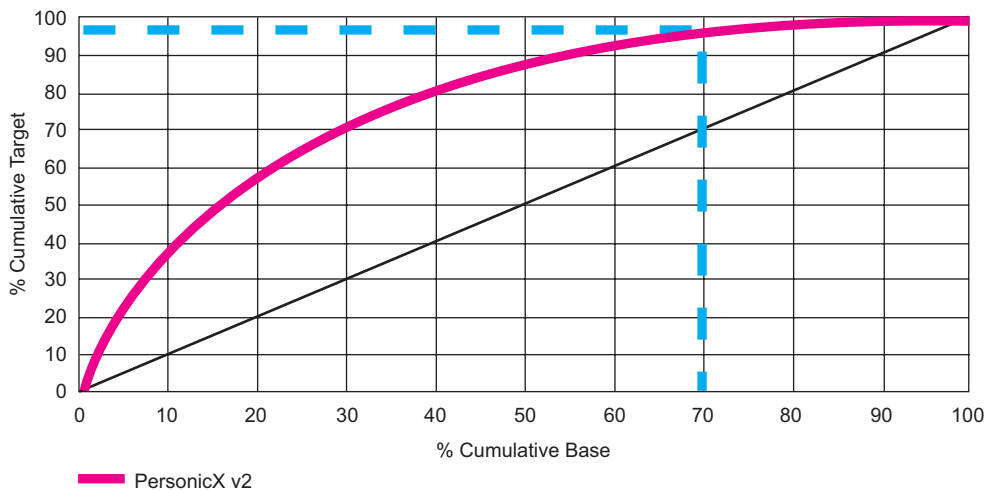
Profile & refined scoring	Price on Application
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Expected Return vs. Cost

	Volume mailed	Cost per pack	Total cost	Response rate	No. of responses	Income per donor (£3/mth x 12mths)	Total Income	ROI
Without score	50000	£0.30	£15,000	5.00%	2500	£36.00	£90,000	6
With score*	35000	£0.30	£10,500	6.86%	2400	£36.00	£86,400	8.23
With score**	25000	£0.30	£7,500	9.00%	2250	£36.00	£81,000	10.8

Explanation

Client File - Target Gains Curve



- According to the above sample gains chart, by using the Acxiom Personix v2 Charity model, you could decrease your mailing volume by *30% and still generate 96% of responders or by **50% and still generate 90% of responders.
- So if we look at the above, if you mailed 50k random donors you would generate 2.5k responders (based on response rate assumptions)
- If we take the first example, if you decreased that volume to 35k you would generate 2.4k responders (96% of original volume of responders)
- This gives you a saving of £4.5k (based on conservative pack/ mailing cost assumptions)

Data Spec

Please supply us your data according to the following specification:

File format

- SAS
- SPSS
- csv
- dbf

Variables required

- Title
- Forename
- Surname
- Full Address (In separate fields)
- Postcode

Datasets required

- To be advised depending on the project undertaken

Output

Title	Forename	Surname	Address	Postcode	Score
Mrs	John	Green	42 The Close	AB2 7NG	148
Mrs	Jane	Adams	13 The Road	KT8 4SG	135
Miss	Claire	Jones	2 The Avenue	TW10 4YU	121
Mr	Andrew	Wood	37 The Street	GU2 4NW	78
Mr	James	Smith	8 The Drive	SL40 9PL	34

Score appended

Also available:

Example profile

Appendix

What is Personix® v2?

Personix v2 is a household level solution driven by the very latest data from Acxiom and takes into account key changes in the population over the past three years. Over 500 variables from 25 million households have been evaluated in order to create a product that delivers maximum differentiation and uplift. The result is a 52 cluster solution that is driven by consumer behaviour and underpinned by powerful demographic, geographic and lifestyle intelligence.

Sample of additional Acxiom Services available:

- Lifestyle and Demographic Data for Postal and Email Marketing
- Enhancing donor records by appending lifestyle information and/or email addresses
- Spatial Analysis & Mapping
- Bespoke Analytics, Reporting & Modelling
- Bureau Services such as campaign processing & database cleaning

Additional services are available. Please contact the Acxiom Charity Team for more information.

Contact the Acxiom Charity Team today:

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