

CONVIO STRATEGIC SERVICES CASE IN POINT: THE HERITAGE FOUNDATION



“By using a data warehouse and applying in-depth analysis, Convio Strategic Services gave us an integrated view of our online and offline data, and uncovered the true ROI of our multi-channel approach. We now know that dual channel donors have the highest long-term value and outperform single channel donors by more than 23 percent. That type of intelligence is invaluable to us.”

— Christie Fogarty, Associate Director, Membership Programs
The Heritage Foundation

OVERVIEW

Founded in 1973, The Heritage Foundation is a research and educational institution — a think tank — whose mission is to formulate and promote conservative public policies based on the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

The Heritage Foundation saw an area of opportunity to analyze new donor groups and glean insights from those that were performing better than others. They began with a large group of new donors acquired via the web and wanted to understand whether they converted to other channels as well as ascertain the influence of a multi-channel approach on retention and long-term donor value. However, the online and offline data resided in different systems and the analysis was difficult to handle internally.

The organization engaged Convio Strategic Services for an in-depth analysis of their online and offline data to validate the thesis that communicating with donors through more than one channel drives stronger results than a single channel alone. This was accomplished by studying their online and offline data together in a proprietary data warehouse. The organization proved their thesis that multiple communication channels increased gift frequency, increased gift value and increased donor value over 12 months.

CHALLENGES

- Needed to understand performance of new donors acquired via the web and why some groups were performing better than others
- Wanted to validate that online marketing positively influences overall giving and that people that give through more than one channel were more valuable to their organization
- Unable to bring online and offline data together to understand the influence of a multi-channel approach

SOLUTIONS

- Chose Strategic Services to bring online and offline data together in a proprietary data warehouse and apply matching across channels
- The Strategic Services team helped The Heritage Foundation analyze the impact of multiple communication channels on retention and long-term value
- Analysis also included separate insights into the performance of high-value donors

RESULTS

- Able to quantify the influence of the online channel on donor value — a donor acquired offline with an added online gift is \$23.16 more valuable over 12 months
- In addition, a donor acquired online with an added offline gift is \$15.50 more valuable over 12 months
- Validation that donors engaged through multiple communication channels have higher retention and long-term value, and reinforcement of The Heritage Foundation's enhanced web presence and multi-channel approach

ABOUT CONVIO

Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, alumni and other constituents.

Austin, TX | Emeryville, CA | Overland Park, KS | Washington, DC | London, UK
888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com

