

Donor Segmentation

~ a powerful resultsplus! tool for you

Would you like to increase your number of major donors, recognize and retain your new donors, and reduce your donor attrition rate?

resultsplus! allows you to achieve all of this and more with our Donor Segmentation feature. Donor Segmentation, also known as RFA Analysis (Recency, Frequency, Amount), helps you fine tune your targeted appeals. This easy-to-use but powerful functionality identifies the constituents in your database who are most likely to give based on their donation history to date. You can then use this information to tailor your appeals and achieve higher returns in donations, pledges, memberships, and attendance. You can also use this tool to ensure that all donors feel appreciated, increase constituent loyalty, and build lasting, long-term relationships.

What can Donor Segmentation do for you?

Research shows that the best predictor of future giving is past and recent donations. resultsplus! makes it easy for you to "segment" the records in your database, based on their giving history. Set up codes based on ranges of how frequently and how recently your donors have given, as well as how much they have given. Set your own parameters for the ranges (frequency, recency, and amount) and resultsplus! enters these codes throughout your database where they belong, based on each record's giving history. Use three additional segmentation codes--gender, marital status, and primary constituency--to help you further pinpoint specific groups. Search on these special new codes to target exactly the right constituents with the right message.

Armed with this knowledge, you can create truly personalized appeals - whether it's letters, emails, pledge and membership drives, phone-a-thons, personal visits, or special events.

Used effectively, Donor Segmentation can be a powerful tool in your overall development and relationship-building program.

Reach individuals, groups, and organizations with the approach most likely to prompt a positive response and action from them. Here are just a few examples: Use Donor Segmentation to carefully pinpoint those major donors who require personal attention. Focus an appreciative, heartfelt letter to the donors most likely to give to an exciting new program or special project. Compose a message to recognize new donors who gave this year for the first time. Create a unique appeal to target donors who give in small increments, but you know care deeply about your cause. Reach out to donors who have given generously and often in the past, but have not given in recent years.

Use segment targeting to help your organization achieve measurable success:

- Increase response rates and contribution levels.
- Decide how much of your resources to devote to each donor segment.
- Improve attendance at special events.
- Reduce donor attrition rate by contacting past donors who have not given recently.
- Grow your volunteer base and transform volunteers into donors.
- Reduce your mailing costs by soliciting those most likely to give.

Segment. Personalize. Succeed.