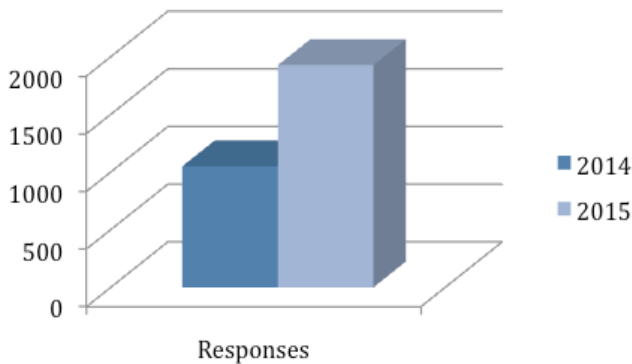


The Difference an Ask Makes

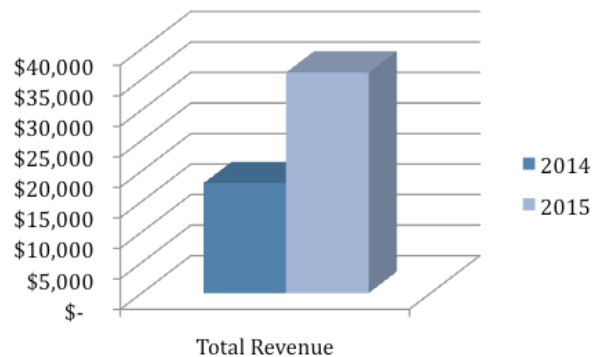


Client: Religious Nonprofit Organization

During a review of a client's fundraising program, it was found that conversion from a single donor to a multi donor was low. Retention rates also needed some attention. In further discussion, it was found that the client was trying to print and mail all of their acknowledgements themselves and the letter didn't include an ask for another gift. We helped them with a solution by taking over their acknowledgment program and tweaking the package to include an ask. After just five months, the results were phenomenal!



**Responses increased by 83%!
Almost 2X the same time last year!**



Total revenue doubled and average gift increased by 9% from \$17.15 to \$18.75!

Even with the additional cost of outsourcing acknowledgement printing, this organization is still making money on their acknowledgements!

What changed?

- Updating their acknowledgement package to match current direct mail themes.
- Including a reply device asking for a donation of any amount
- Decreasing the time from when the donation arrived at the organization to when the acknowledgement was mailed to the donor.

There is still room for improvement in decreasing the turn around on donation processing allowing acknowledgements to be mailed even faster. Which means these results will only continue to get better.

Responses and Revenue were analyzed comparing 2/1/14-5/31/14 with 2/1/15-5/31/15.

Ask our experts about...

Database Management

Innovairre's experts can do it all:

- Full service/active management
- Turnkey solutions
- Covering all data inflows & outflows
- Around the clock access

All supported with proactive account management.

Data Analytics

Innovairre's nonprofit data experts can help:

- Leverage big data on smaller budgets
- Use structured & unstructured data
- Deploy cutting-edge, machine-learning models
- Provide effective, actionable reporting & analysis

Analytics are essential for NPO success. Innovairre has the expertise today's NPOs need.

Masterfile Audits

Innovairre's *Masterfile Audits* prove fundraisers can:

- Lower acquisition costs
- Find donor lookalikes
- Increase reactivation
- Enhance 2nd gift donations

Audits are recommended every 18 months for NPOs with 10,000 donors or more.

24-Hour Thank You Service

Innovairre's *24-hour Thank You Service* drives:

- Higher average gifts
- Greater response
- Increased frequency of giving
- Better conversion

Inquire about our *24-Hour Thank You Service* now. Time is money.

Operations Software

Innovairre offers the next generation of integrated software, built for NPOs:

- Manages everything from CRM activities to crowdfunding to caging
- Is cloud-based, cutting edge & very affordable
- Is available as self-serve software or with hands-on support

Every NPO should find out about the next generation technology very soon.

Merge/Purge

Merge/purge services are not all the same.

Our *Power Purge Technology*:

- Eliminates Up to 25% of Duplicated & Undeliverable Mail
- Saves You More in Printing & Postage
- Offers 72-hour turnaround
- Delivers the highest dupe elimination rates

Demand *Power Purge Technology* for merge/purge. There is no duplicate.



Insights & Expertise



Data & Analytics



Donor Software



Personalization



Direct Mail



Print Production



Digital Marketing



ROI Optimization



innovairre™
innovate for good

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