

Canyon
Ministries

Case Study

From \$186K to \$312K: Data-Driven Strategy Improves Small Nonprofit's Fundraising in 8 Months

How Canyon Ministries nearly doubled year-end giving through multi-channel strategy and donor insights.

Challenge



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When Canyon Ministries came to Share Services in May 2025, their program side was thriving, serving thousands of people annually. But they had a problem many small nonprofits face: fundraising had been put on the backburner, and their small team didn't have systems in place to grow it.

With only 206 donors and \$186,175 in annual donations, they had:

- No strategic fundraising campaigns beyond a basic year-end appeal
- Limited donor cultivation & segmentation
- Unclear messaging about their ministry impact
- Had not yet attempted paid advertising or matching gifts

They needed to grow their fundraising to match their program growth, so new hires could be made and their vision for expansion could begin.

Share Services implemented a data-driven, multi-channel approach built on three strategic pillars:

Strategy 1: Discovery & Data-Driven Foundation

- Conducted comprehensive audit to understand their current challenges and opportunities
- Created and deployed segmented donor surveys to 3 audiences: current donors, lapsed donors, non-donors
- Gathered insights on what motivated giving and what donors cared about most
- Developed clear fundraising offers based on actual donor feedback rather than assumptions

Strategy 2: Fundraising Offer & Messaging Development

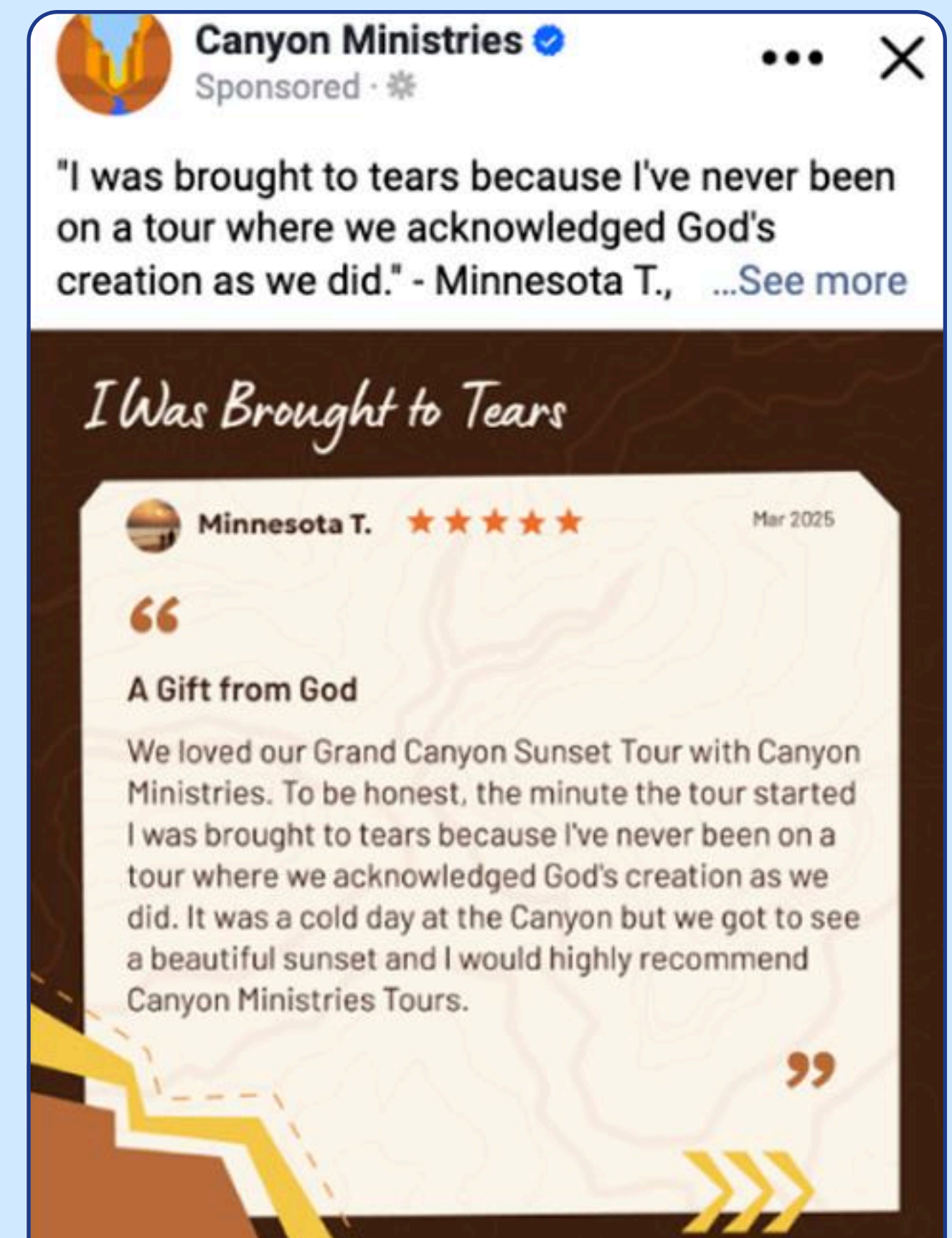
- Used survey results to craft compelling messaging: "Helping more people know God's Word is true"
- Created specific giving offers tied to donor interests: wheelchair-accessible tours, 3D educational models, scholarships
- Focused on emotional impact over organizational complexity to drive connection
- Asked donors directly what they cared about—revealing they wanted specificity about impact

Solution

Share Services implemented a data-driven, multi-channel approach built on three strategic pillars:

Strategy 3: Multi-Channel Year-End Campaign

- Secured first-ever 1:1 matching gift (up to \$65,000) to create urgency and giving incentive
- Strategic email campaign: 9 sends with mix of cultivation and direct asks, including board member letter to balance fundraising and trust building
- Audience segmentation: Different messaging for donors vs. prospects vs. lapsed donors
- First-ever paid advertising: Facebook/Instagram campaign with testimonial-based creative
- Supporting tactics: Staff calls to top donors, direct mail to segments, dedicated landing page



Results & Benefits

Email Performance: 45.5% open rate
(2.3x industry benchmark) with only
0.57% unsubscribe rate



Dear [First Name],

We recently had a father-son duo, who 6 months after their Canyon Ministries trip, told us something remarkable: "We talk about it or refer to it maybe once a week."

That happened because someone like you made it possible.

Did you know that 1 in 4 of our visitors are under the age of 18?

[First Name], you're making it possible for families to start traditions where biblical truth gets passed down through unforgettable experiences.

Your investment in our new ministry van means nobody has to miss out on a faith-affirming view of the Grand Canyon. Over the van's lifetime, your gift will touch countless lives.

We've raised XX towards a new ministry van, and we couldn't have made this progress without YOU.

Thank you for making these generational moments possible. Every dollar you gave toward our van goal will bring God's truth to someone new.

With deep gratitude,

Nate Loper
Executive Director



NATE LOPER
EXECUTIVE DIRECTOR

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Year-End Campaign Performance

Metric	Result	Comparison to 2024
Campaign Revenue	\$98,573	97% increase from \$50,000
Total Year-End Revenue	\$201,801	35% increase from \$149,425
Average Gift	\$188	20.5% increase from \$156
New Donors	45 donors / \$20,000	32% increase from 34
Lapsed Donors Reactivated	21	133% increase from 9
Major Gifts \$1,000+	20	122% increase from 9



Results & Benefits



Share Services



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Overall 2025 Annual Impact

67% Increase

in year-over-year donations

From \$186,175 to \$311,879 in total annual donations

Supporting Metrics

Metric	Result	Change
Total Donors	243 (vs. 206)	18% increase
New Donors	123 (vs. 91)	35% increase
Recurring Donors	41 (vs. 33)	24% increase
Major Donors \$1,000+	30 (vs. 18)	67% increase

Results & Benefits

Long-Term Impact

Canyon Ministries is now positioned to sustain and scale this momentum:

- Proven multi-channel campaign framework they can replicate 3-4x per year (vs. just 1 campaign previously)
- New donor welcome series implemented to cultivate new donors
- Profitable paid advertising baseline to build on for future campaigns



Looking Forward



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**Your Gift
Matched**
through 12/31



This engagement gave Canyon Ministries a proven framework for multi-channel fundraising and a healthier donor file. They now have the foundation needed to replicate this success—with the tools and data to support their mission to help people experience that God's Word is true and reliable.