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Case Study

Operation Blessing's Strategic Donor Acquisition Campaign

Data-driven approach delivers strong ROI and scalable donor growth



Operation Blessing International sought to scale their digital donor acquisition efforts with a performance-based approach that would deliver measurable ROI. After evaluating multiple agencies, they needed a partner who could:

- Develop a clear, data-driven acquisition strategy
- Provide transparent cost-per-donor projections
- Create flexible campaigns across multiple digital channels
- Demonstrate strong first-year ROI with long-term donor value
- Navigate technical limitations while maintaining attribution accuracy

Solution

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Share developed a comprehensive 90-day pilot program with a strategic roadmap for scaling:

1. Strategic Planning & Modeling

- Created detailed proforma projections with three performance scenarios (Good/Better/Best)
- Modeled complete donor lifetime value including retention, upgrades, and legacy giving potential
- Developed cost-per-donor targets ranging from \$100-\$150 depending on scale
- Presented apples-to-apples ROI comparison that positioned Share ahead of competing agencies

2. Multi-Channel Acquisition Strategy

- **SMS Prospecting:** Leveraged partner audiences for targeted donor acquisition
- **Display Advertising:** Implemented retargeting campaigns to re-engage interested prospects
- **YouTube Advertising:** Built brand awareness and captured donor intent
- **Email Campaigns:** Created conversion optimized landing pages and follow-up sequences

Solution

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Share developed a comprehensive 90-day pilot program with a strategic roadmap for scaling:

3. Conversion Rate Optimization

- Optimized donation landing pages with clear value propositions
- Designed strategic gift arrays tied to specific impact outcomes
- Implemented donor match messaging to increase urgency
- Streamlined form fields to reduce friction

4. Performance Scenarios

Scenario	Annual Spend	Monthly Investment	Cost/Donor	Donors Acquired	Year 1 ROI
Good	\$144,000	\$12,000	\$150	960	0.68
Better	\$216,000	\$18,000	\$125	1,728	0.81
Best	\$288,000	\$24,000	\$100	2,880	1.00

Results & Benefits

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Outstanding Campaign Performance:

- **\$105 average cost per donor achieved** - falling near the projected “Best” scenario
- Successfully presented to CEO and VP with Share's proposal ranking #1 for ROI among three competing agencies
- Delivered strategic brief outlining campaign elements for scalable donor acquisition
- **Flexible channel approach** allowing optimization based on performance

Strategic Advantages:

- No external tracking pixel requirements - worked within IT limitations
- Blended acquisition strategy not a single channel
- Complete LTV modeling showing 3-year donor value including upgrades and retention
- Performance-based results with clear metrics and accountability
- Scalable model proven effective for expansion

Long-Term Value Proposition:

The campaign demonstrated significant downstream value:

- Mid-level and major donor upgrade potential
- Strong first-gift values exceeding industry averages
- Clear path to positive ROI across all performance scenarios
- Proven scalability from pilot to full program

Results & Benefits

Outstanding Campaign Performance:

- **\$109 average cost per donor achieved** - falling near the projected “Best” scenario
- Successfully presented to CEO and VP with Share's proposal ranking #1 for ROI among three competing agencies
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Campaign Results

351

New Donors

Acquired from campaign

\$38,219

Spent

Out of \$5k budget

\$108.89

CPD Baseline

Cost per donor

Financial Impact

\$74.19

Avg. first gift

0.68

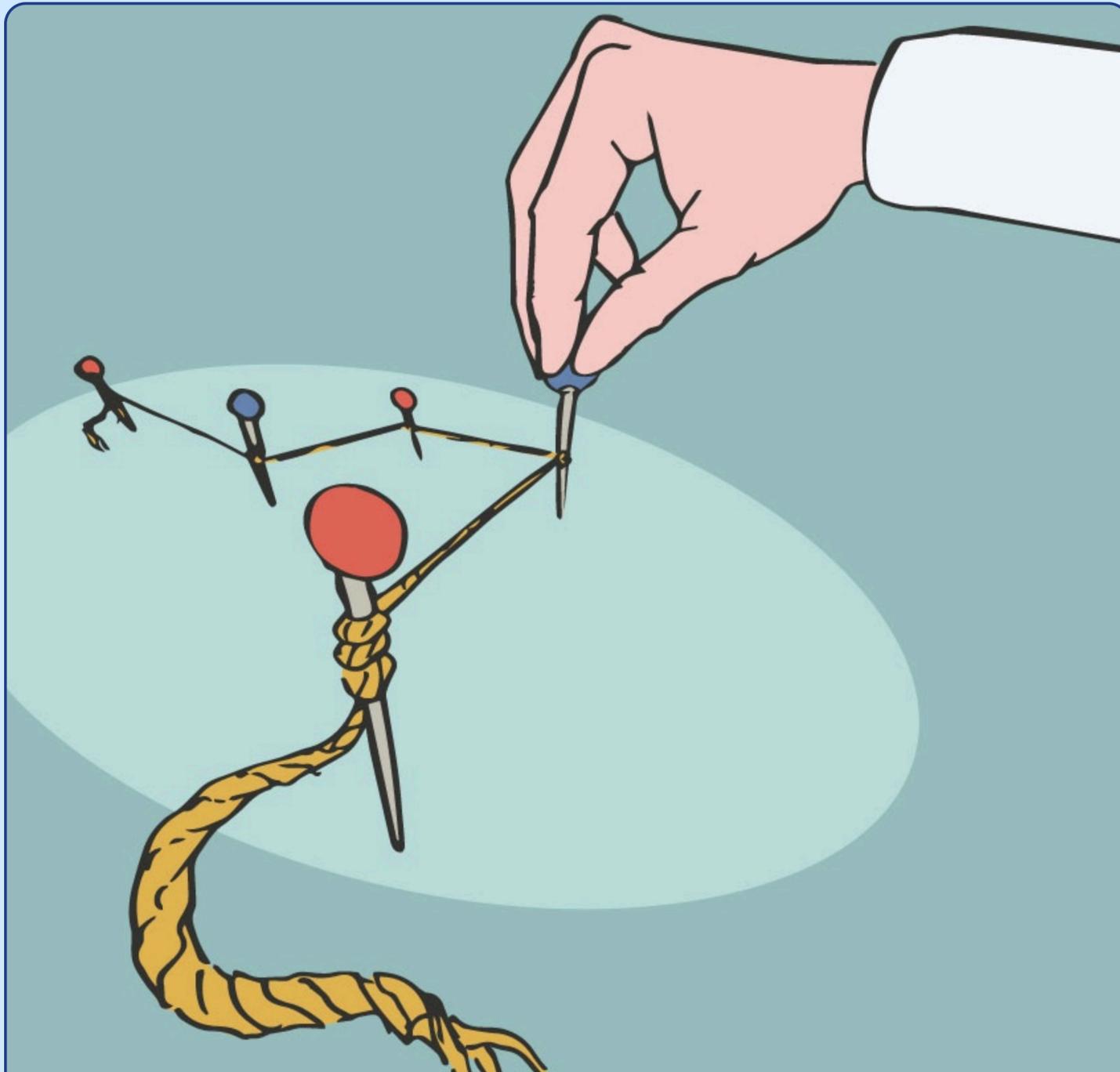
Immediate ROI



Results & Benefits

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Results & Benefits

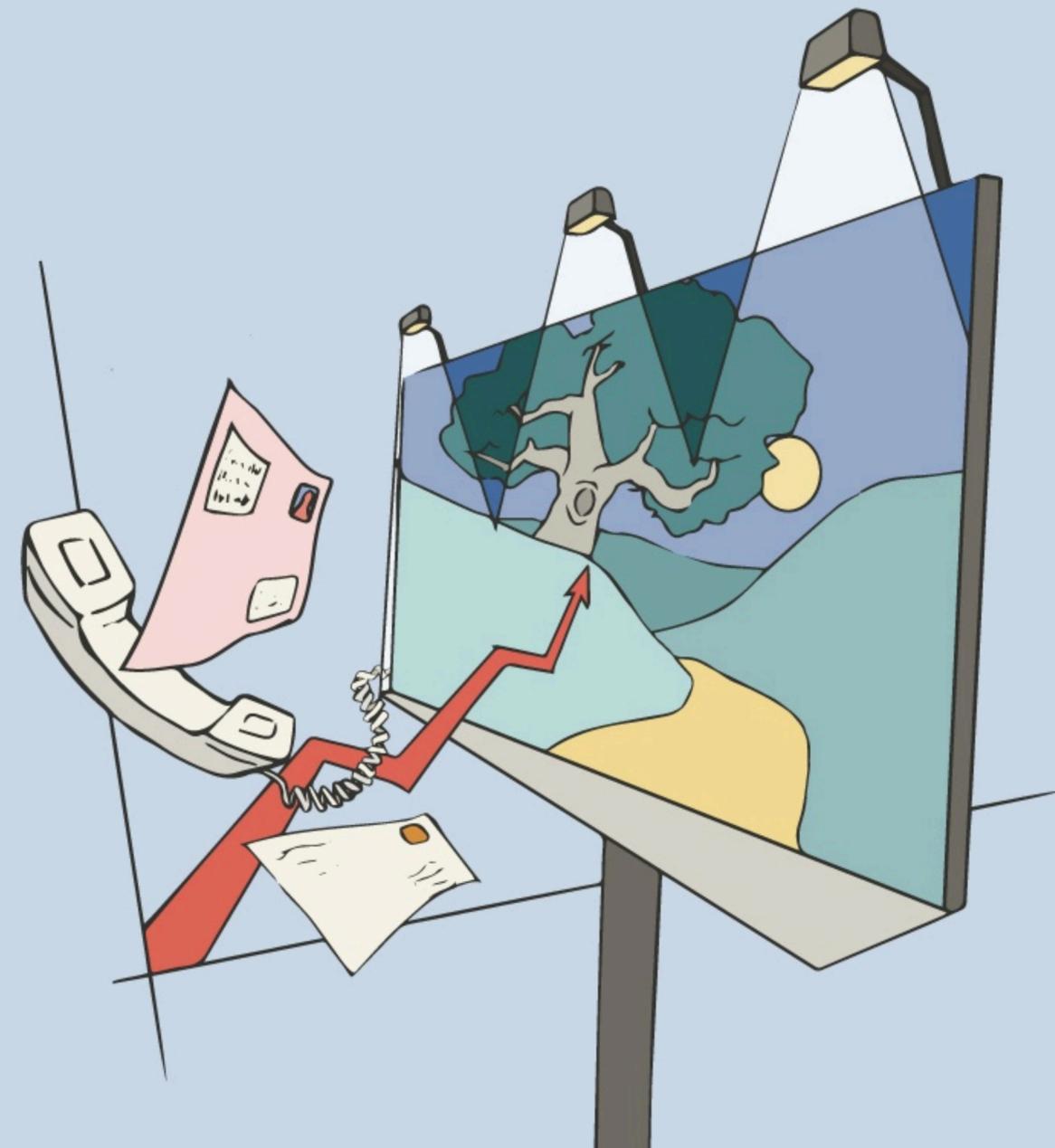
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Looking Forward

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Operation Blessing's leadership team showed strong interest in piloting the program, with plans to scale based on success. The strategic brief provided a clear roadmap for the 90-day test period, with the potential to expand significantly once budget increases based on proven results.

The partnership positions Operation Blessing to systematically grow their donor file with predictable cost-per-donor metrics and strong lifetime value projections.

Customer Testimonial

"I used your math with our historic values to turn it into an apples to apples comparison (over 3 months, 1 year, and 3 years), and you guys came out on top for ROI. Our partnership netted out the best results of the year for donor acquisition even with significant technical limitations on the Operation Blessing side."



Jonathan Macnab

Digital Campaign Manager