

New Donor Acquisition Test Campaign

Innovative campaign to attract new donors and boost fundraising efforts.

Campaign Results

35

New Donors

Acquired from campaign

\$4,375

Spent

Out of \$5k budget

\$125

CPD Baseline

Cost per donor

Financial Impact

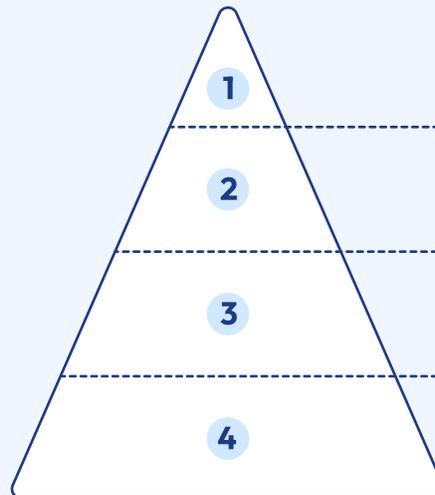
\$111.16

Avg. first gift

0.89

Immediate ROI

Monthly Donor Conversion



17% conversion rate from all donors to recurring monthly

6 new monthly donors

\$960/month recurring created

\$11,520 projected recurring yearly revenue

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