

ARJUNA



# HABITAT FOR HUMANITY

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GROWS AVERAGE GIFT SIZE BY \$163.27  
WITH PERSONALIZED ASK AMOUNTS



## Summary

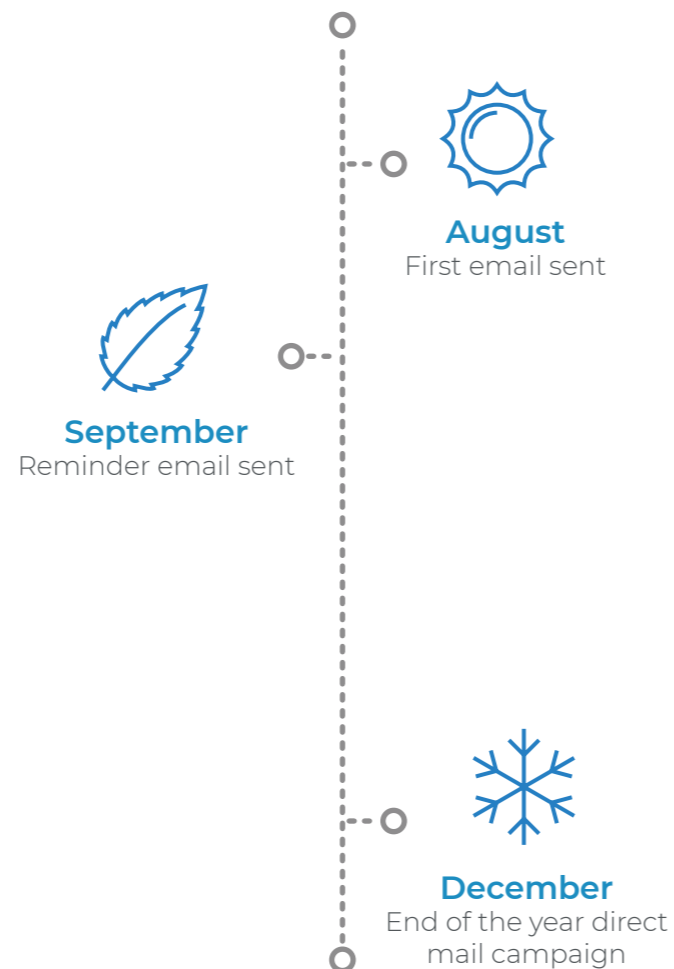
Washington D.C. chapter of Habitat for Humanity uses personalized Ask amounts from ExactAsk to grow average gift size, increase lapsed donor conversions and boost ROI.

In a four-month engagement with ExactAsk, the Washington, D.C. chapter of Habitat for Humanity, a non-profit organization dedicated to providing affordable housing to those in need, launched two fundraising campaigns and saw a \$163.27 rise in average gift size across all donor segments.

By implementing personalized Ask amounts with ExactAsk, Habitat for Humanity was able to achieve:

**Habitat for Humanity generates 250% fundraising ROI using personalized Ask amounts from ExactAsk**

## Timeline



## Results

ExactAsk moves individual donors up the giving pyramid with personalized Ask amounts.

By engaging with ExactAsk, Habitat for Humanity DC achieved:

- **106% increase** in average gift size (compared to 15% for donors who didn't get personalized Ask amounts)
- **This increase produced an additional \$163.27 per gift**
- **\$9,470** in additional revenue
- **250% ROI** on its investment in ExactAsk

HabitatDC deployed ExactAsk over several months and multiple campaigns to achieve an aggregate benefit over an extended period of time. By using ExactAsk, Habitat for Humanity was able to increase gift sizes 367% more than it was able to do on its own. More importantly, ExactAsk made it possible for Habitat to increase the value of an existing asset, by finding new ways to connect with the donor pool in the D.C. area.

Had HabitatDC not used a control group, they could potentially have made an extra \$22,944 over the duration of the campaign – \$9,470 from the treatment group and an additional \$13,474 from donors belonging to the control group.

	Control Group	ExactAsk Treatment Group	The ExactAsk Difference
Average Previous Gift Size	Control Group	\$181.55	
Average Case Study Gift Size	\$298.99	\$373.79	
Average Growth in Gifts	16% (\$41.15)	106% (\$192.24)	<b>+90%</b> more growth per gift with ExactAsk
			x 58 responses
			<b>\$9,470</b> additional revenue attributable to ExactAsk

\* This is the avg. of each of the latest gifts given by the people in the Control Group before the case study started.  
 † This is the avg. of each of the latest gifts given by the people in the Treatment Group before this case study started.  
 \*\* This is the avg. gift given by the people in the Control Group during the actual case study.  
 †† This is the avg. gift given by the people in the Treatment Group during the actual case study (in response to ExactAsk)

## The Challenge

While Habitat for Humanity is a national organization, each individual chapter is responsible for raising its own funds from its local community. The D.C. chapter of Habitat (HabitatDC) was under pressure to increase its revenue from fundraising year-over-year and was faced with the unique challenge of finding new ways to get more money from the same local donor pool.

HabitatDC liked the idea of using one-time higher ask amounts. However, there were initial concerns about the potential long-term impact. HabitatDC wanted to avoid a situation where by getting donors to give more now in the short-term, they would become less likely to give in the future, derailing long-term goals.



This is where ExactAsk came into play. HabitatDC signed on with ExactAsk — a predictive analytics software platform for development teams that recommends exactly how much to ask from each donor in order to best maximize donation revenue.

Using ExactAsk to analyze each individual donor's willingness to give enables fundraising teams to pinpoint the largest dollar amount they can reasonably expect to receive from an individual donor in response to their next direct solicitation campaign – and in the long term.

ExactAsk can be integrated into any type of direct marketing channel (e.g. email, direct mail, telethons) and applies to all donor types (e.g. lapsed, recurring, prospects) with minimal additional effort on the part of fundraising teams.



*Working with ExactAsk enabled us to meet our goals for our Fall fundraising campaign. By using personalized Ask amounts, we were able to maximize donations from our existing donor base, re-engage one-time donors, and achieve a significant improvement in ROI. ExactAsk was easy to implement and helped us meet immediate fundraising goals that are very much in-line with our long-term objectives.*



- Susanne Slater, CEO, Habitat for Humanity DC

## Questions & Testing

HabitatDC conducted two fundraising campaigns over four months in order to answer such questions as:

- Would donors who receive a personalized ask amount from ExactAsk increase their gift size more than donors in a control group who receive Habitat's standard ask amount?
- Would using ExactAsk enable the D.C. chapter of Habitat to boost overall ROI?
- Would ExactAsk help increase the gift size of new donors?
- How much (if any) additional revenue could HabitatDC raise if it used personalized Ask amounts from ExactAsk on all of its donors?



Working with HabitatDC, ExactAsk divided HabitatDC's database of donors randomly into two groups, a treatment group and a control group. The control group was approached using the same techniques Habitat for Humanity had used in previous campaigns, while the treatment group was approached with personalized Ask amounts from ExactAsk.

Using ExactAsk's analytics, HabitatDC used Personalized Ask Amounts from ExactAsk to target donors across all segments, including: new donor prospects, lapsed donors, active donors, and donors who had only ever given once before ("one-time donors").

HabitatDC tested ExactAsk over a four-month period and spanned two separate campaigns: one email, and one direct mail.

The first campaign was specifically timed to coincide with the Pope's visit to Washington D.C. Seizing on the Pope's anti-poverty message, the campaign material featured quotes from the Pontiff on the importance of fighting poverty and providing everyone with a decent, healthy place to live. This message was sent out over two emails (an initial email and a follow-up reminder email a few weeks later).

The second campaign was an end-of-the-year direct mailing sent out between Thanksgiving and Christmas.

## Conclusion

- By using ExactAsk, Habitat for Humanity increased their gift size by 106%, as opposed to just a 15% increase from donors who were not approached using specified Ask amounts. (an increase of 367%!)
- ExactAsk enabled Habitat for Humanity to significantly increase the value of its donor pool.
- Using ExactAsk, Habitat for Humanity received a new average gift size of \$373.79, compared to just \$298.99 from donors not approached with ExactAsk.
- ExactAsk proved effective when used over a period of several months and across numerous campaigns leading to aggregate success for Habitat for Humanity.
- By implementing ExactAsk, Habitat was able to achieve an immediate overall uptick in donation size without undermining long-term donation goals.
- Using ExactAsk, Habitat for Humanity brought in an additional \$9,470 in overall campaign revenue.