Reactivation:

MODELING FOR MASSIVE ROI

Building a fundraising strategy with an eye toward growth calls for a multi-faceted approach, one that cultivates its supporter base from every possible angle. In all the excitement of brand-new list growth, many organizations miss the opportunity right in front of them: to re-engage lapsed supporters, who've already shown interest in their work, and bring them back into the fold.

Think of it like finding a $20 bill in an old jacket pocket.

The Digital Co-Op's powerful modeling infrastructure extracts detailed behavioral data from your CRMs and ESPs with an unmatched level of precision. Using this behavioral data, donation history, demographic information, and massive amounts of digital exhaust data, these sophisticated models score your inactive audience, identifying those supporters most likely to reactivate.

By serving these modeled audiences content that, time and again, delivers high ROI, reactivation can strengthen the long-term health of your list – especially ahead of high-impact moments like Giving Tuesday and end-of-year – by adding active supporters who are eager to interact and contribute.

For two nonprofit members of The Digital Co-Op, here's what Reactivation looks like in action:

Nonprofit #1 Reactivation Model	Nonprofit #2 Reactivation Model
+ Full payback within 14 days	+ 227% return on spend after six weeks
+ 317% return in just one month	+ 24% open rate
+ 15,000 reactivated	+ 16,000 names reactivated

To dig deeper into how Reactivation is working for our members, we'll take a closer look at the strategy and success of Nonprofit #1, a top international relief organization.

Approach

As a member of The Digital Co-Op, this nonprofit offering international aid was eager to grow their list by reactivating lapsed supporters ahead of end-of-year in 2019. Our reactivation model parsed data from a group of more than 1 million lapsed supporters, selecting the top 10% of targets identified as the most likely to convert again.

Even though these supporters were at one time active members of the organization's list – and therefore previously familiar with the brand – we knew a thoughtful reactivation process was key to protecting deliverability and long-term program health. Also a strategic partner, we sent these modeled names about 10% of the year-end content that members in their active audience received.

Success

Despite receiving significantly lower email volume – and no messaging customization – the modeled names broke even in 14 days, outpacing a traditional 12-to-18 month acquisition payback window, and drove a massive 317% ROI in just one month through end-of-year.

All total, this approach resulted in:

+ **15,000 reactivated names** added back to the organization's core list from the first reactivation model. After two more models, this nonprofit reactivated more than **36,000 supporters.**

+ **A 120% increase in year-over-year digital revenue** across the Giving Tuesday and year-end periods, with direct contributions coming from reactivated names.

+ Compounding ROI in 2020 and beyond, as the organization's revenue continues to increase as it mails to a larger base of recent givers going forward.

The success of Reactivation offers us the groundwork to continue to innovate, experimenting with model types that can score the likelihood of converting sustaining gifts, increasing a donor's average gift, or converting donors to mid-level or major gift levels. Wherever a cause or campaign's challenges lie, we're looking ahead to model their solutions.