



CASE STUDY

FINDING THE DONORS MOST LIKELY TO GIVE

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate the most targeted and responsive audiences to experience your brand and engage your offers.



ACTIVATE

Reach individuals from curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Increase campaign performance, process integration, and painless media planning.

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THE CHALLENGE

A regional nonprofit came to Source Path Digital with an important mission, but a difficult marketing challenge.

The organization played a crucial behind-the-scenes role in the charitable supply chain, providing key resources that kept local distribution locations supplied, supported, and able to serve their communities. But because it was not the public-facing provider of those services, it struggled to stay top-of-mind with donors.

Donation appeal campaigns had gone flat, and even after rotating agencies, performance was not improving. Its newest digital agency brought specialized nonprofit experience, but quickly recognized that the organization's historical donor targeting strategy was not enough.

For years, the advertiser and its agencies had relied on traditional "big data" targeting criteria: age, income, previous charitable donor indicators, and similar demographic checkboxes.

The agency understood the limitation. They knew there had to be a better way to identify and reach the right donors, but they needed a partner who could uncover what that better way looked like. That is when they engaged Source Path Digital.



THE INITIAL INSIGHT

Source Path Digital believed the problem was not simply a media problem. It was an audience problem.

The nonprofit did not just need broader reach or a different channel mix. It needed a clearer understanding of who its best donors really were, what distinguished them from the broader market, and which overlooked audiences were most likely to respond to the organization's mission.

To begin, the advertiser shared donor lists and contribution data with Source Path Digital, who conducted a comprehensive analysis across three key areas:

- Existing donor data
- The broader donor market
- The advertiser's legacy targeting strategy

The goal was to move beyond broad demographic assumptions and build an audience strategy based on actual donor behavior, market-level opportunity, and the deeper consumer characteristics that influence charitable responsiveness.



THE ANALYSIS

The agency had already segmented the nonprofit's donor base into meaningful donor groups, including legacy donors, ongoing donors, high-value donors, annual donors, special appeal donors, and other contribution-based segments.

Source Path Digital then overlaid each donor segment with distinct consumer personas built from behavioral, attitudinal, and psychographic factors. This allowed them to **view donors as people**, not just records.

Instead of simply asking whether a donor was a certain age, income level, or household type, the analysis examined the traits, motivations, lifestyles, and values that made certain **audiences more likely to support** this specific kind of charitable organization.

Source Path Digital identified which personas were most likely to appear in each donor segment, which were least likely, and which groups had meaningful differences across high-value, recurring, annual, and special appeal giving behavior.

Then they conducted a donor market analysis using Source Path Digital's extensive consumer intelligence resources. This analysis identified the personas they would expect to be the strongest donor prospects for this specific charity, in this specific market, based on behavioral, attitudinal, and psychographic characteristics.

Source Path Digital applied the same analytical framework to the advertiser's legacy targeting approach. This created a benchmark against the nonprofit's historical strategy and showed where the classic demographic and donor-intent targeting model was helping, where it was falling short, and where it was missing meaningful opportunity.



WHAT THE DATA REVEALED



The analysis uncovered several important insights.

- Some consumer personas were **up to 16 times more likely** to belong to the nonprofit's highest value donor class.
- Other personas were **5 to 15 times more likely** to belong to recurring donor and special appeal donor segments.
- The analysis identified personas that appeared to be **strong potential donors** but had been **underreached** by the charity's previous targeting strategy.

These were not simply people who looked good on paper because they met broad age, income, or charitable donor criteria. They were audiences whose deeper consumer characteristics **aligned with the mission**, message, and giving behavior of this particular nonprofit.

That distinction changed the campaign strategy.

THE AUDIENCE STRATEGY

Using the findings from the donor files, donor market analysis, and legacy targeting benchmark, Source Path Digital created a comprehensive audience graph tailored specifically to the nonprofit and its market.

The audience strategy included multiple campaign segments, each designed to support a different role in the donor growth strategy:

- Highest-value donor audiences
- Growth segments with strong near-term response potential
- Future donor base audiences
- Ongoing maintenance donor segments

This gave the advertiser and its agency a more precise way to reach the best-qualified audiences for donation appeal campaigns across multiple channels.

But the value of the analysis went beyond targeting.

Because each audience segment was built using behavioral, attitudinal, and psychographic characteristics, the nonprofit gained a clearer picture of the actual people being appealed to. That opened the door to better creative and content strategy.

Instead of using one broad donation message across a generic donor audience, the agency could better understand which motivations, concerns, values, and lifestyle traits were most relevant to each segment. The campaign could become more personal, more relevant, and more aligned with the reasons different donor groups were likely to give.



THE RESULTS

The advertiser used Source Path Digital to target and activate donor audiences across both digital and offline channels.

The campaigns surpassed expected engagement KPIs, validating the shift from broad demographic targeting to a more refined, persona-driven donor activation strategy.

For the nonprofit and its agency, the outcome was more than a stronger campaign. It was a new way to understand donor opportunity.

By connecting first-party donor data with market-level consumer intelligence, Source Path Digital helped the organization identify the people most likely to support its mission, uncover underreached donor segments, and build a smarter foundation for future fundraising campaigns.



THE TAKEAWAY

For mission-driven organizations, the right audience strategy can make the difference between flat performance and renewed donor engagement.

Traditional targeting can identify people who appear to be qualified, but Source Path Digital helps identify people who are more likely to care, respond, and give.

LET'S EXPLORE WHAT'S POSSIBLE

Every organization has untapped opportunities hidden within its customers, its markets, and its data.

The organizations featured in our case studies achieved better results not because they spent more, but because they understood more.

Source Path Digital helps advertisers uncover those opportunities through audience intelligence, consumer insights, and data-driven marketing strategy.

Whether you're launching a new campaign, improving existing performance, or trying to understand why your marketing isn't delivering the results you expect, we're ready to help.

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners appreciate and trust Source Path Digital's collaborative and consultative approach to helping them succeed.

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