

CASE STUDY

Habitat for Humanity of Omaha optimizes email fundraising with Bonterra Fundraising and Engagement





About

To address the need for quality housing in their community, Habitat for Humanity of Omaha builds and renovates homes, repairs existing houses, takes down blighted structures, and advocates for better laws and systems. They work with families to help them acquire the access, skills, and financial education necessary to become successful homeowners. Thousands of donors and volunteers have worked together with future homeowners to make these opportunities a reality, building stronger neighborhoods and effecting measurable change in the community.

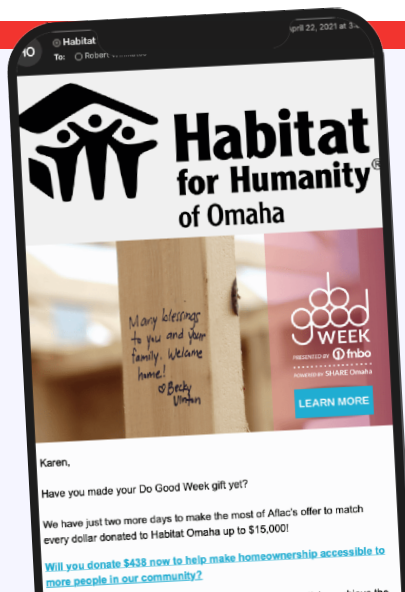


Objectives

In conjunction with their efforts to expand their email fundraising program, Habitat for Humanity of Omaha partnered with Bonterra Fundraising and Engagement to test the platform's Optimized Ask feature with a goal of maximizing email fundraising outcomes without requiring extra time or manual effort from their limited staff.

The technology

Optimized Ask is a fundraising optimization tool powered by Bonterra Fundraising and Engagement. It's built to maximize fundraising by targeting donors with personalized ask amounts. Optimized Ask uses machine learning algorithms to determine the optimal amount to send as an ask to donors, making the most of every digital fundraising opportunity without suppressing conversion rates. It also personalizes the array of ask amounts presented on the form based on that specific donor's giving history. This gives each supporter a better, more personalized experience that encourages them to make a gift that's right for them — and helps nonprofits avoid leaving potential funds on the table.



The experiment

To demonstrate the effectiveness of Optimized Ask, Habitat for Humanity of Omaha sent an email fundraising appeal using the functionality and compared the results with recent emails with similar audiences and messaging.

“ I love being able to really target folks with this tool, and I loved the fantastic results we saw. It was the most successful email we've had, and I think that was directly correlated to those very specific, strategic ask amounts.”

— Melissa Murante, development officer,
Habitat for Humanity of Omaha

Outcomes

When compared to the average results of similar emails, the email sent using Optimized Ask saw improved outcomes across the board.



133%

Increase in amount raised per recipient



155%

Increase in amount raised per email opened



242%

Increase in total revenue raised

The stellar results achieved demonstrate the power of predictive analytics technology in taking strategic email fundraising to the next level. Combining Bonterra Fundraising and Engagement's Optimized Ask feature with a well-crafted, inspirational, and personal email appeal maximized fundraising results without requiring any additional staff effort. This feature also gave supporters a superior experience, and increased overall fundraising outcomes for Habitat for Humanity of Omaha.

Interested in learning more about how the right technology can help your nonprofit run stronger digital programs, raise more funds, and move your mission forward? [Request a demo now.](#)