

## Donor Journey Optimization

Outcomes we typically see\*

**+99%**

Response Improvement

**Faster**

Time to First Gift

**Days**

Implementation

### What this use case delivers

- Map the journeys that actually lead to a gift by audience.
- Detect friction and drop-offs; diagnose why they happen.
- Prescribe fixes: copy, offers, and next steps that keep donors moving.
- Forecast lift and cycle-time improvements by fix.

### AI signals powering it

- Path scoring ranks journeys by probability and value.
- Friction risk predicts where donors drop and why.
- Prescribed actions link copy/offer/channel to impact.
- Time-to-gift forecasting quantifies cycle time and improvement.

### How it works

- Sequence mining + time-to-event models quantify where supporters stall and what unlocks the next step.
- Outputs prioritized fixes with impact estimates and activation instructions.

### Implementation (days, not months)

- Connect historical donor, campaign/appeal, cost, and channel data.
- AutoML trains models with validation; you get donor-level scores and drivers in plain language.
- AI agents push segments and next-best actions into your CRM, ESP, print, and ad tools.
- Launch fast with no-code setup and human-in-the-loop approvals where needed.

\* Directional examples; actual results depend on list, offer, channel mix, and scale.

## Donor Journey Optimization (cont.)

### Data & integrations

- Donor master & gift history with unique IDs and dates.
- Campaign/appeal tables, list sources, package and premium costs.
- Channel touches (mail, email, SMS, web), and optional enrichment (co-ops, demographics).
- SFTP/API/cloud-DWH access; read-only connections to activation tools.

### Governance

- Human-in-the-loop approvals for high-impact actions and content.
- Least-privilege data access, expirations, and audit logs for decisions and prompts.
- Bias monitoring and calibration checks; versioned models with rollback.

### Measurement

- Track net revenue, CPDR, response rate, average gift, reactivation/upgrade rates, and time-to-first gift.
- Use randomized holdouts and pre-registered test plans; report lift with confidence intervals.
- Explainability: show top drivers and calibration so teams can answer the 'why'.

### Next steps

- Analyze one journey; run an A/B on the top two fixes and measure stage-to-stage lift.
- Apply the playbook to adjacent journeys and channels.