

Lapsed Donor Save (Reactivation)

Outcomes we typically see*

+4%

Donors Reactivated

+6.7%

Net Revenue Lift

-25%

Mailings

What this use case delivers

- Prioritize high-ROI saves by scoring likelihood to return.
- Prescribe the save offer/premium that works per cohort.
- Optimize wave counts to avoid over-mailing.
- Suppress chronic non-responders to reduce waste.

AI signals powering it

- Reactivation propensity for each lapsed donor.
- Save-offer fit by cohort and prior behavior.
- Frequency guidance to set waves and cadence.
- Return-timing signals to trigger outreach moments.

How it works

- Models blend recency, contact history, offers, and channel response to recommend who to mail, how often, and with what.
- Holdout testing validates lift and savings versus business-as-usual.

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.

Lapsed Donor Save (Reactivation) (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

- Run a save pilot on one lapsed segment; measure net revenue and cost per dollar raised.
- Scale across recency bands with program-level guardrails.