



CASE STUDY

Leveraging Data Science to Support Charity's Fundraising Strategy

Blind Veterans UK is a charity with the mission to rebuild the lives of former members of the Armed Forces who have been impacted by sight loss. They provide specialist training, equipment and support for thousands of former Armed Forces members so they can live safe, fulfilling and independent lives. Like many other charities, Blind Veterans UK has been fighting to bounce back in the aftermath of COVID-19, by looking to improve their strategy around targeted fundraising campaigns.

SITUATION

While Blind Veterans UK had data from previous fundraising campaigns, they did not have the resources to analyze this data into meaningful profiles or behavior predictions to advise its future strategies for targeted campaigns, particularly post-pandemic. Hoping to improve their ability to target future donors, the charity reached out to professionals from FTI Consulting's Digital Science team within the Corporate Finance & Restructuring segment in EMEA. The group helped analyze the organization's data to aid in a more strategic approach to future fundraising.

OUR ROLE

Professionals from the FTI Consulting Digital Science team worked with the charity's Insights and Analytics team on a multi-pronged project, splitting the analysis into four sections: Overview, Donor Summary, Cohort Analysis and Donor Analysis.

The focus of each analysis was on the "Ask Strategy," which sought to understand how much the organization should ask the donor to give each time they make contact. FTI Consulting's analysis uncovered key insights into the organization's donor base. Our analysis segmented donors into distinct giving categories and gave Blind Veterans UK's marketing team an advanced set of tools to ensure they were targeting the right demographic, at the most optimal time and with an appropriate ask amount.

"The app FTI Consulting has created has meant that key information can be pulled around existing donor age, donor location, number of donations by age and donor gift size by age. Where it has been really useful is for looking at our donor profiling for the new starters in the team to give them an idea of who our supporters are and how they behave. Thank you FTI Consulting!"

- Haylie Pallister, Data Analytics Manager, Blind Veterans

OUR IMPACT



The FTI Consulting team spent nearly 200 hours analyzing, consulting and building a Power Based Business Intelligence (BI) application — an FTI Consulting-built reporting dashboard that visualizes campaign data on an app that can provide updated data in real time — for Blind Veterans UK that now functions as a tool for campaign and donor analytics.



Blind Veterans UK is planning to launch an acquisition campaign by Fall 2022 to optimize their Ask Strategy against their most generous donor demographics, which were identified by the new application.



FTI Consulting has developed a new methodology that can be repeated to support other charities with their fundraising campaigns.