

Maximizing the Value of a Charitable Event

BACKGROUND PROBLEM

The client, a major nonprofit, needed to maximize the value of a charitable fundraising event beyond one-time revenue and connect the event more directly to long-term donor engagement.

APPROACH PROCESS

- Reframed the event as a multi-purpose engagement engine for fundraising, awareness, and relationship building.
- Connected donation messaging to community outcomes and impact narratives.
- Captured financial and non-financial signals, including engagement, participation, and sentiment.

KEY FINDINGS / OUTCOME

- Shifted event evaluation from one-time fundraising to multidimensional value creation.
- Strengthened the link between donor participation and long-term relationship building.
- Established a framework for treating events as part of a continuous donor engagement ecosystem.

Maximizing the Value of United Way's Charitable Event with Advanced Analytics



1
From one-time fundraising to long-term impact

Reframed United Way's event as a strategic engagement platform to drive greater donor value and community outcomes.

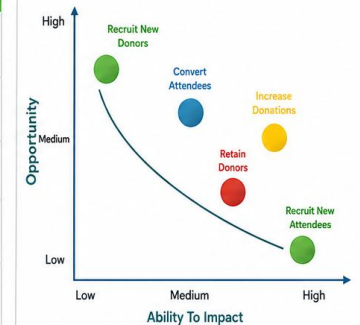
2 Event performance across multiple growth levels

Growth Level	Key Metrics	Historical Findings	Opportunity	Achievability
Retain Donors	Donor Retention Rate (Returning Donors)	GTCUW Retention rate is much higher than that of the mid-year volunteer event		
Increase Donations	Suggested Donation Lift	>85% of donations at suggested donation level, donation incentive drives higher donations		
Convert Attendees	Attendee Donation Rate	Historical attendee donation rate has held steady at ~2%		
Recruit New Attendees	Attendance, Registration Conversion Rate	Stronger attendee recruitment through emails, high correlation with registration rate		
Recruit New Donors	Social Media Engagement, Donor Conversion	Social media correlates strongly with donations; UTM tracking shows lift		

A structured summary links each growth level to the metrics, findings, opportunity, and achievability.

3

Prioritize growth opportunities by opportunity and ability to impact



Focus on high-opportunity, high-impact strategies for maximum value.