

# SEGMENTATION



## OVERVIEW

A charitable foundation sought deeper insight into its donor base to inform more personalized outreach, engagement, and messaging strategies. While the charity enjoyed strong brand awareness locally, their development team faced uncertainty around how to prioritize audiences and which motivations would drive greater giving.

## CHALLENGE

Overall, the organization had a fragmented understanding of donor motivations and engagements styles. Data enrichment with demographic information failed to provide details that would improve donor messaging.

The organization was failing to engage local donors despite high awareness and support.

## SPECIFIC ISSUES

- Some of the highest-intent segments have the lowest unaided awareness
- High-value givers donate minimally due to perceived lack of alignment with priorities
- Engagement activities and communication formats vary significantly by segment
- Misunderstood or underutilized programs offer potential re-engagement opportunities
- Emotional motivations differ widely—even among donors giving to the same cause

## *harvestinsights* SOLUTION

### Objective

inform targeted fundraising strategies, message development, and audience prioritization efforts by uncovering how different donor segments perceive and engage with the charity.

### Approach

- Comprehensive online segmentation study with 1,000 respondents across primary and secondary service areas
- Identified and profiled five distinct donor segments using attitudinal, behavioral, and demographic inputs
- Assessed awareness of the organization, giving motivations, preferred communication channels and participation in local programs.

### Conclusion

While the charity enjoys broad awareness, donation levels vary widely by segment due to differing motivations and levels of understanding. High-potential audiences are emotionally aligned with the mission but need clearer messaging and more visible engagement opportunities. The findings are guiding new strategies for segment-specific outreach and program design.



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