



invisibleagents

UNITED WAY FOR GREATER AUSTIN

United Way for Greater Austin (UNITED WAY ATX) saw a significant increase to their end-of-year fundraising campaign by working with Invisible Agents.



**United Way for
Greater Austin**

JUNE 2019

EXECUTIVE SUMMARY

Through a combination of macro level trend analysis and a precise examination of individual giving behavior, UNITED WAY ATX captured significant lift to their end of year fundraising results. The efficiency gains from using Invisible Agents allowed the team to connect with an additional set of donors who then continued to give the next year. This type of result happens when you can easily connect with constituents and do so with more knowledge of their behavior and giving history.

CHALLENGES

AUDIENCE SEGMENTS



United Way for Greater Austin knew they weren't getting all the value they could from their fundraising data. Despite examining the reports in their donor management system and manipulating that data in Excel, they were unable to get the desired insights and donor segmentation. In addition, the process took a lot of time, drawing staff attention away from their true work of serving the mission: helping families and individuals in the Austin area thrive.

To make matters more difficult, constraints on staff time and budget ruled out buying a new tool and training the team in its use. United Way for Greater Austin needed a low cost, simple solution that integrated with their existing technology and the way they fundraise and communicate as an organization.

HOW INVISIBLE AGENTS HELPED

Invisible Agents removed the burden of analyzing the data and segmenting supporters. UNITED WAY ATX's donor management system didn't have an application programming interface (API). Invisible Agents worked around this by using standard reports and stitching together the data for UNITED WAY ATX. This made it so UNITED WAY ATX could apply their specific business rules and not have to do any preparation of the data.

With the data extract and analysis addressed, UNITED WAY ATX kept their focus on communication plans informed by the analysis and visualizations. The audience segments from Invisible Agents came ready for use in development officer outreach, digital communication, and direct mail. As a result, UNITED WAY ATX went directly from data export





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to fundraising activity.

"Working with Invisible Agents has been one of the best decisions we've made to strategically grow our fundraising revenue. This partnership helped us align our internal resources and operations to successfully grow our donor base, reduce churn and bring back lapsed donors."

Ray Blue

Chief Development Officer
United Way for Greater Austin



RESULTS, RETURN ON INVESTMENT, AND FUTURE PLANS

United Way for Greater Austin moved forward with their end-of-year plans with greater confidence and efficiency. That efficiency created capacity for new communications. Focused outreach to one key audience segments identified by Invisible Agents resulted in donations representing 10% of total funds for the remainder of the year. These same donors came back the subsequent year, representing 4% of total giving. By knowing the quality of the ask, the development team maximized the donations from these existing supporters. This segment alone provided a 20x return on the work with Invisible Agents the first year plus ongoing value to UNITED WAY ATX.

**CONTACT INVISIBLE AGENTS TODAY TO SEE HOW WE CAN DELIVER
SIMILAR BENEFITS AND RESULTS FOR YOUR ORGANIZATION.**