



INDIVIDUAL REPORT

FOSTER DONOR ENGAGEMENT



MORE LIFE CHANGE

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Background

World Vision Australia's the Christian non-profit organization, missioned to change the future of millions of children and their families around the world. This company mission was facilitated by Child sponsorship program, one of the donation mechanisms, providing vulnerability to children an essential education, food and living conditions via the monthly subscription payment of donators. Beyond a financial contribution, the program fosters the direct one-to-one communication between sponsor and children in specialty occasions via the "bounce back" initiative. The sense of making real impact significantly enhances sponsors' engagement, which served as the driver for not only the additional donation but also their retention on subscription.

Problem Statement

The client was eager maximizing return on investment (ROI) of single sponsor's journey in the "Bounce Back" campaign. The campaign's returns were not only additional fund but also sponsor's positive engagements along the journey.

Tailor communication frequency and sequence toward sponsor's preferences.

Select the cost-effectiveness channel for better reach to each sponsor's segmentation

Presenting the right amount of dollar handle based on their propensity to give

Impacts and Potential Risks

In short-term, the success of project would promise to establish high-performance journey for different donor groups, which yield a greatest engagement, dollar handle back while minimum in costs. The earned engagements would be deepening sponsor's connection, which is vital for sustaining their ongoing contribution.

In long term, World Vision would benefit on earning donor's trust, thereby solidifying their commitment with the organization. Moreover, the project outcomes are projected to not only facilitating to the success of further campaigns, but also widespread credibility, thereby, there are more children life change.

The major risk would likely cause the donor fatigue of being overwhelmed, which could negatively impact subscription retention. Additionally, continuously asking money could lead to donor feeling of overly aggressing in fundraising efforts, potentially put World Vision under the risk of breaking donor's trust and their perception of World Vision as transparent and ethical organization. Other risks could be cost increase because of wrongly assigning donors to channels, ineffective strategies implementation

Limitations

- Limited in accessing previous campaigns and its performance
- The indirect measure of engagement ROI which accounted for the non-monetary engagement metrics, would likely result the misleading in assessing project success
- The infrequency client's meeting limited the ability to drive to project along with client's expectations

Potential approaches