

# Enhancing Supporter Engagement and Communication Strategies at World Vision Australia

## Client Context:

World Vision Australia, founded in 1966, is a global humanitarian organization dedicated to improving child well-being and community development across 100+ nations. With a mission to inspire positive impact, it has helped nearly 229,000 children. However, there's a decline in supporter connection, with 62% satisfied but over a third seeking increased interaction. To address this, World Vision aims to assess engagement metrics, develop tailored initiatives, use data analytics for insights, and cultivate personalized communication strategies.

## Business Model:

The business model is delineated via the business model canvas:

The organization is strategically positioned to capitalize on a robust network of key partners and resources to drive its child sponsorship and community aid projects. Through a diverse array of channels, World Vision Australia fosters long-term relationships and creates value by segmenting donors based on their giving behaviors, enabling tailored engagement and optimized revenue streams primarily from individual donations and sponsorship commitments.

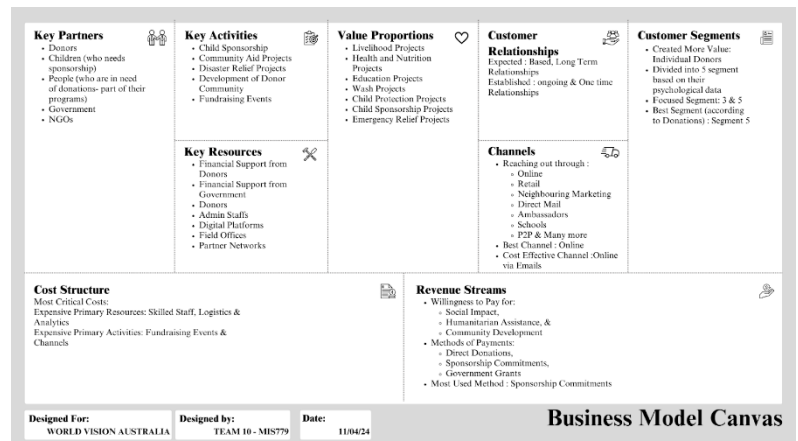


Figure 1: Business Model Canvas

## Revenue Sources:

World Vision Australia secures funding from various sources to sustain its global initiatives. Individual Donations, Corporate Partnerships, Government Grants, Fundraising Events, and Sponsorship Programs all contribute to the organization's financial resources. These diverse channels reflect a strategic approach to funding acquisition and underscore the breadth of support for World Vision Australia's mission.

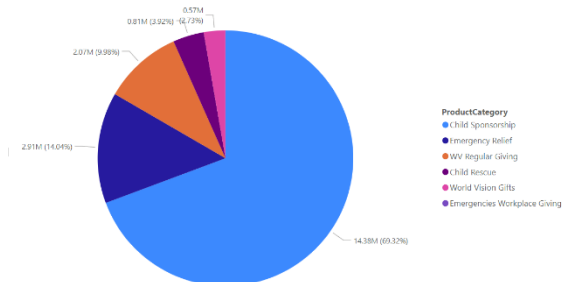


Figure 2: Distribution of Donations by Product Category

## Problem statement articulated by the client:

World Vision Australia is grappling with complex challenges, including inconsistent communication rhythms among supporter segments, gaps in tailored communication approaches, and a lack of advanced analytical frameworks to assess the impact of campaigns and content on supporter engagement effectively.

## Team's interpretation of the problem:

World Vision has identified an inconsistency in communication that seems to attenuate donor engagement. The organization endeavours to scrutinize communication patterns across its donor base and evaluate the influence of these communications on donation behaviors. The overarching goal is to enhance donor engagement, specifically in terms of donation contributions.

## Insights through the Data:

Segment Engagement:

- Segment 5 leads with 9,000 sponsors, indicating robust engagement and support.
- Segment 1 follows closely with 6,400 sponsors, whereas Segment 2 records the lowest engagement with 3,000 sponsors.

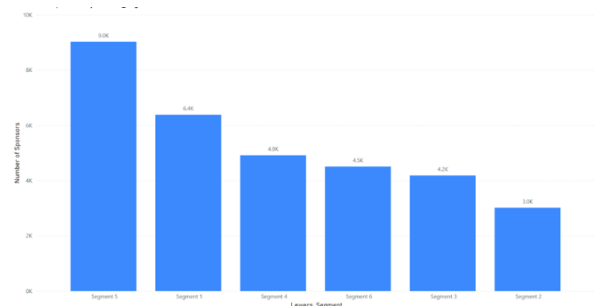


Figure 3: Number of Sponsors in each Lewers Segment

- Segment 5 demonstrates the highest Average Total Paid at \$320.66 and the largest Number of Sponsors at 9,023, establishing it as the most valuable segment.
- Segment 3 exhibits the longest Average Tenure of 1.17 years, suggesting sustained engagement and potential for long-term loyalty.

Lewers_Segment	Average of tenure	Average of TotalPaid	Number of Sponsors
Segment 5	1.12	320.66	9023
Segment 1	1.12	312.72	6380
Segment 3	1.17	275.50	4184
Segment 4	1.05	237.33	4913
Segment 6	1.13	236.79	4505
Segment 2	1.09	235.60	3017
<b>Total</b>	<b>1.11</b>	<b>280.43</b>	<b>32022</b>

Figure 4 : Analysis of Lewers Segment by their donations

#### Communication Channels:

- Online Channel: It attract a significant volume of sponsors but with comparatively lower average payments, reflecting efficient acquisition strategies with the potential for increased engagement.
- Retail\_Ev Channel: It stands out for its high average payment, representing a specialized and potentially lucrative fundraising channel.
- World Vision Australia maintains a diversified fundraising portfolio, with an average payment of \$280.43 across 32,022 sponsors.

Response_SFRCChannelName	Number of Sponsors	Average of TotalPaid	Sum of TotalPaid
Online	16766	220.50	62,96,078.39
Retail_Ext	5807	317.90	21,46,793.37
Retail	4657	318.53	16,68,783.00
Neighbourhood Marketing	4049	330.15	14,04,459.00
Retail_Ev	54	10,790.02	9,27,941.77
SSG Inbound	710	557.43	5,47,391.87
External	1770	232.64	5,01,346.00
Other	127	654.90	1,00,855.29
Direct Mail	293	118.89	59,922.65
SSG Outbound	102	260.41	31,249.00
Ambassadors	4	444.50	1,778.00
Schools	3	216.67	650.00

Figure 5 : Analysis of Channels via their donations

#### Donation Trends:

- Notable peaks in total donations for Segments 1, 4, and 5 around July 2022 and July 2023 signify periods of heightened revenue and donor activity.
- Segment 5 consistently leads in payment amounts, indicating its potential as the most lucrative or strategically prioritized segment.
- Segment 3 demonstrates stable and consistent revenue generation over time, highlighting its sustained performance and engagement level.

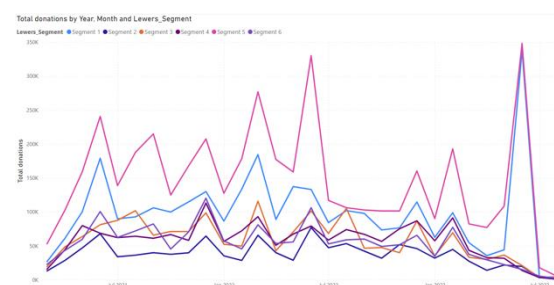


Figure 6: Time Series represented by Line Chart for Segment

The initial exploration provides a comprehensive view of World

Vision Australia's donor engagement and fundraising landscape, addressing several key challenges:

- Segment-Specific Engagement:** The data allows for tailored engagement strategies, addressing the varying levels of sponsor engagement across different segments.
- Efficiency of Funding Channels:** Insights into channel-specific performance enable optimization of donor acquisition and contribution strategies.
- Donor Retention and Loyalty:** Understanding Average Tenure and engagement metrics aids in developing initiatives to foster long-term donor relationships.

The analysis emphasizes Child Sponsorship's role as the predominant revenue catalyst and identifies opportunities for growth in high-value segments and specialized fundraising channels. These insights will guide strategic decision-making to bolster donor engagement and optimize revenue streams. However, the analysis has limitations, including the need for a more in-depth engagement analysis, consideration of external socio-economic factors influencing donor behavior, and the potential for data recency issues affecting real-time trend assessment.

#### Team's Focus/Emphasis Given Initial Exploration:

Given the initial exploration, the team will focus on:

- Refining Engagement Strategies:** Developing tailored communication and engagement initiatives to optimize donor engagement across segments.
- Exploring High-Value Channels:** Investigating opportunities to expand and optimize revenue generation through specialized fundraising channels like Retail\_Ev.
- Analysing Segments:** Identifying successful segments and tailoring strategies to increase average payments and tenure.
- Continuous Monitoring and Analysis:** Implementing regular data monitoring and analysis to adapt strategies dynamically and capitalize on emerging trends and opportunities.