

# Case Study

## Non-profit organization

**Objective:** An area non-profit is looking to understand their top donors as well as insights for driving improved response.

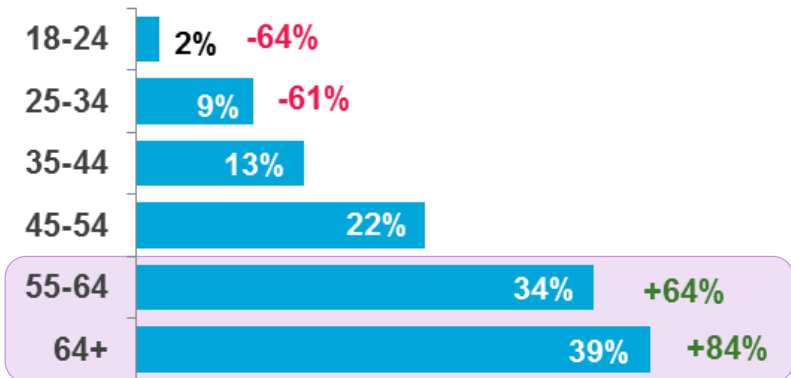
**Findings:** Identified 3 Mosaic groups that together account for roughly **55%** of all donors

- Mosaic groups provide a clear picture of donor choices, preferences & habits to aid in future communication
- Also found that donors overwhelmingly prefer one marketing & motivational theme:
  - **Buy American** – These prudent shoppers are nostalgic for, “how it used to be”

**Recommendation:** Themes should focus on respect for tradition & their years serving the community

- Craft literature hitting upon the non-profit’s long history working with local families
- Traditional channels are still ideal (i.e. TV & Radio), but we found promoting online is also effective

## Age of Primary Decision Makers



## Top Mosaic Groups



**Power Elite**  
19% (+11%)



**Booming with Confidence**  
22% (+15%)



**Autumn Years**  
14% (+5%)

## Top Truetouch Segment



**Buy American**  
52% (+18%)