



A national public policy women’s organization

How Inscription boosts results

The Challenge

A regular survey appeal wasn’t targeting to the issues that donors felt were important for a national public policy women’s organization. Donors would be asked what the most important issues were and then go into a generic first request.

The Solution

InfoCision created four different appeals based on donors’ responses to the initial survey question. This enabled us to more effectively market to the donor’s interests and the issues they were passionate about. By using our proprietary CRM solution, Inscription, we are able to make changes and adjustments to the script according to individual customer’s needs. In addition, donors were asked what issues should be focused on in the remainder of the year. Based on the donors’ responses we will generate the next two house file appeals.

The Results

By using Inscription to tailor scripts to donors’ responses the dollars per call completed increased by 5.48 percent and the dollars fulfilled increased by 5.9 percent.

Branch scripting technology is applicable to multiple types of campaigns, such as: membership drives, setting agendas, end of year budget crunches, summer slumps, programming and issues facing Washington, D.C. organizations.

	Regular Survey Appeal	Scripting Survey Appeal
Completed calls	68,545	63,495
Pledges	20,979	20,675
Dollars per completed call	\$8.80	\$9.31
Amount pledged	\$603,417	\$591,185
Response rate	30.34%	32.56%
Average gift	\$29.01	\$28.59
Completes per hour	15.02	14.68
Amount fulfilled	\$506,652	\$525,559
Percent fulfilled	83.96%	88.90%