



# Sage Hill School engages donors through segmentation and personalization

Preparatory school looks to keep doors open by securing philanthropic funding

Sage Hill School looks to increase giving by delivering messages that resonate with their audience.

## Challenge

Not unlike many private institutions, Sage Hill School, a small college preparatory school based out of California, wanted to boost their fundraising figures in order to have the resources to continue to move their program from great to extraordinary. After just over a decade of donor programs and the support of a small, yet dedicated community of parents and alumni, the high school sought to engage new donors and educate them about the impact of their philanthropy. This led to a common business challenge: How do you best reach a pool of potential donors and appeal to their philanthropic interests?

## Solution

After enlisting the help of Experian, a team was assembled to provide Sage Hill School with recommendations for creating a more effective fundraising program. After analyzing the current donor base, Experian appended Mosaic® and TrueTouch<sup>SM</sup> elements in order to determine the attitudinal and behavioral profiles of Sage Hill School donors.

When analyzing the Mosaic® and TrueTouch<sup>SM</sup> data, Experian identified three key themes to help Sage Hill School effectively communicate with their donors. These themes included donors who wanted to be recognized for their contributions, donors who wanted to see the benefit students received from their contributions and local business owners who might be willing to become involved with the school's internship program.

The school began implementing these insights into the best channels for their fundraising needs. From verbal cues given at back-to-school-night, to direct mail and email campaigns, the small community comprising Sage Hill students, parents, teachers and alumni began to talk — and the feedback was positive.

“The insights we get from being around Experian people and learning from all the different services — that has been transformational. Every year it sparks something for us.”

## Target audiences:

Donors wanting to be recognized

Donors wanting to see student benefit

Local business owners

## Case study

# Sage Hill School

By communicating to donors using targeted messaging, Sage Hill was able to effectively reach and surpass their initial fundraising goal. Not only did they meet their financial goals, they were also able to successfully implement an internship program with help from local businesses. From follow-up letters and emails using Experian's Mosaic® and TrueTouchSM data to increased outreach to donor targets such as grandparents of current students, Sage Hill successfully exceeded fundraising goals, enabling the school to further enhance the student experience.

## Results

- An 11% increase in donor involvement since utilizing Experian insights
- Successfully reached 400+ donors with personalized messaging and creative campaign
- 100 new internships added to internship program
- Continued fundraising efforts that model this data-based consumer-driven success



“We are more informed about who we serve because we went through the process with Experian. Experian has given us valuable insights about how best to inspire our donors.”