

# Collaboration Partners – Social Impact Consultants

## **Melanie's Way – Case Study**

# Melanie's Way – Executive Summary

We developed a full-suite donor engagement strategy for Melanie's Way in support of its growth objectives

## Our Client

Melanie's Way was founded in 2016 to offer women with metastatic cancer personalized experiences that create lasting memories with their loved ones.

## The Challenge

After achieving charitable status, Melanie's Way was seeking to craft a persuasive value proposition to attract new donors and build lasting connections with these individuals and organizations. We identified the following objectives for our engagement:

- First, define Melanie's Way's unique value proposition
- Second, determine how best to articulate the value exchange between Melanie's Way and its donors
- Finally, define a strategy to maintain meaningful connections with its new and existing donors

## The Impact We Created

With our assistance, Melanie's Way was able to improve its donor engagement strategy. Specifically, we supported the Organization by:

- Developing messaging that clearly articulates its unique value proposition;
- Identifying means of catering communications to Melanie's Way's different donor segments;
- Suggesting different donation methods that should be enabled to attract new donors;
- Providing insights into how to continuously monitor and enhance donor engagement; and
- Recommending practices for how to meaningfully recognize donors from across each donor segment

# Detailed Approach

To achieve the agreed-upon objectives, our project team (1 Engagement Manager & 3 consultants) divided the project into three phases:

## Initial Stage:

Developed a donor incentive plan that defined Melanie's Way's unique value proposition.

- Analyzed different donation methods, mapping recommended practices to the different donor segments that have been identified as Melanie's Way's focus groups

## Interim Stage:

Determined what donors care about – identified different methods for recognizing the impact of donors and informed Melanie's Way about the types of messaging likely to best resonate with their donor base

- Demonstrated value of developing a recognition strategy and provided insights into areas on which to focus
- Provided recommendations for how to improve impact analysis and reporting

## Final Stage:

Advised on best practices for maintaining engagement with prospective and existing donors in order to maximize the long-term value of the relationships

- Analyzed trends from independent research and conversations with other charitable organizations
- Developed a six-step continuous process for maintaining engagement
- Shared actionable items to be implemented for each of the 6 stages, with a focus on inspiring and building relationships, engaging the donor network, and providing meaningful feedback to the donors
- Shared links to different websites and shared details about independent research and interviews to provide Melanie's Way leadership with additional insights regarding how to better engage with their donor base