



Habitat for Humanity Builds Homes and Hope with Big Data

Background

Habitat for Humanity of Northern Virginia, has been around for 25 years and to this day does not accept substantial government funding, which means the not-for-profit needs committed volunteers and donors. Volunteers and donors are the lifeblood of nearly every nonprofit organization. Workers at Habitat for Humanity, however, say the needs go beyond one-time donations and volunteers. To survive and grow, the organization must have a stream of resources fed by repeat donations and volunteerism.

Challenge

The challenge is figuring out which people in the community are likely to invest more time and money in the organization and which are interested in participating just once. Habitat for Humanity used **Analyze360™** to prioritize who they should reach out to beyond the donors that they already had. **The ideal characteristics of a donor and volunteer included “a spirit of service”, someone who’s really passionate about helping and the mission. Those characteristics are not tangible and can be hard to spot** when searching for and targeting people with Habitat for Humanity’s marketing messages. With **Analyze360™**, Habitat for Humanity set out to identify the intangible characteristics that would pinpoint passionate repeat volunteers and donors.

“Now we can better educate and raise awareness. It makes all the difference.”

Results

With **Analyze360™**, more than 360 unique variables were analyzed to figure out what was moving current donors and volunteer. Once we were able to identify common characteristics, then Habitat for Humanity could go back through their database and prioritize who to reach out to for more money. They also took that same ideal profile, to comb through the Northern Virginia area, and identify those who weren’t currently donating but had the makings of someone who would be most likely to donate in the future. Those who show interest in DIY projects, for example, and have more flexible schedules, such as college students, may be prime candidates to receive messages from Habitat for Humanity.

