

Case Study: Partnership with Native Americans (PWNA)

Synopsis

Partnership with Native Americans (PWNA) has utilized FreshAddress's email appending service for over a decade to connect with more than 450,000 constituents and members via email while generating a ROI of nearly 4,000% in the process.



Appending

Background

Partnership With Native Americans (PWNA) is a 501 (c)(3) nonprofit organization committed to championing hope for a brighter future for Native Americans living on remote, isolated and impoverished reservations. PWNA began adding donor/member email addresses to its postal records using FreshAddress's email appending service in 2006 and has generated over \$2,000,000 in donations for use in serving more than 300 Native communities as a result.

Challenge: Communicating with Donors via Email

PWNA had been building out its constituent database since 1990 but did not have email addresses on file for nearly half of its donors/members. This presented a major problem for the organization because PWNA was working to manage its fundraising costs while traditional methods of outreach, telephone and direct mail, were becoming increasingly cost prohibitive.

PWNA identified email as a cost effective channel for communicating with a segment of its donors and spreading word about key developments such as its 2015 re-branding. However, its lack of a working email address for so many donors/members put the PWNA's fundraising efforts and stewardship at a major disadvantage.

FreshAddress Solution: Email Append

Since 2006, the FreshAddress email append service has provided PWNA with 450,156 donor/member email addresses. Looking deeper into the data, the client found that:

- FreshAddress appended email addresses are more than twice as valuable (\$4.61) than the other addresses in its database (\$2.14).
- FreshAddress appended emails have generated over \$2,000,000 in value for PWNA for their investment of roughly \$50,000, representing a ROI approaching 4,000%.
- FreshAddress appended email addresses have generated 28.2% of the organization's total online revenue since 2006.