



Leukemia & Lymphoma Society

*Using Data Mining Techniques to
Improve Targeting Efforts*

/ Background / The Leukemia & Lymphoma Society (LLS) raises funds to help support research to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. As one of their largest fundraising efforts, LLS hosts the largest endurance sports training program — Team In Training (TNT). With a host of competitive event-focused fundraising efforts gaining traction in the marketplace, LLS needed to figure out how to become more cost effective in their efforts in order to maximize the investment in TNT as a fundraising vehicle.

/ Strategies Deployed / The first step was to profile the TNT customer base and understand the differences and similarities between event “completers”, event registrants and information meeting attendees. Because the conversion rates were slowly declining, these insights would be critical to all future efforts.

Bringing together disparate data sets proved challenging work. First, the internal data sets needed to be gathered from all sources, scrubbed and standardized. The data set of actual fundraisers and the amounts raised is managed by a third party. So, in order to build a proper profile, all the data needed to be cleaned, passed through National Change of Address, then merged and purged against each other. The net file was then appended with outside demographic data and analyzed such that customer profiles could be built.

The net result also yielded a list of zip codes representing any consumer who had demonstrated any kind of interest in the TNT program. That list of zip codes was then used to identify the population of potential adults in that zip code by appending census data.

Zip codes were then ranked and scored based on their past efforts to yield attendees to information meetings, event registrants and event completers. By adding the fundraising dollars achieved, zip codes were then ranked based on their financial contribution to TNT.

/ Results / As is typical by profile, 20% of the zip codes targeted were yielding 80% of the funds raised. Now that LLS understands who their best fundraisers are and where they live, they can begin to develop more targeted messaging campaigns and loyalty programs. By eliminating underperforming zip codes and understanding where the highest potential live, they can better identify information meeting sites to attract new prospects from those geographies.