

Testing for Impact:

How Project HOME Achieved a 10x Increase in Donations with A/B Testing and Segmentation

About Project HOME

Industry	Human Services
Business Model	Non-Profit
Website	www.projecthome.org
Location	Philadelphia, PA
Year Founded	1989

The mission of the Project HOME community is to empower adults, children, and families to break the cycle of homelessness and poverty, to alleviate the underlying causes of poverty, and to enable all of us to attain our fullest potential as individuals and as members of the broader society.

Project HOME's impact relies on strong donor engagement, but traditional outreach methods weren't delivering the needed results. To sharpen their direct mail strategy, they partnered with Strata, a leader in performance-driven direct mail and audience engagement solutions.

“ What we appreciate most about Strata is their quickness in responding and deep understanding of our brand and needs. I never feel like I'm being sold something—instead, they present solutions that help us achieve our specific goals for each unique product.”
—Samantha Blatt, Manager of Annual Giving, Project HOME

The Challenge

Fundraising isn't just about asking for donations—it's about creating meaningful connections. Project HOME had a powerful mission, but reaching the right people with the right message was a challenge.

Outreach efforts weren't converting new supporters effectively, and the team was interested in new approaches to drive response. With limited experience into how different audiences responded, it was difficult to build a strategy that would attract and acquire new donors at scale.

Project HOME needed a smarter, results-driven approach—one that would allow them to test, refine, and scale their outreach with confidence.

That's where Strata stepped in.

The Goals

- **Acquire new donors** with messaging that resonates.
- **Expand their donor base** with precise targeting.
- **Determine what drives donor action** by testing storytelling vs. urgency-driven appeals.
- **Boost response rates** through segmentation and A/B testing.
- **Develop a repeatable framework** for ongoing fundraising success.

The Solution

- **Customized A/B Testing:** Rather than relying on assumptions, Project HOME put its messaging to the test through A/B testing. Two distinct direct mail packages were created to compare the effectiveness of different messaging approaches:

- **Package A: Storytelling-Driven**

- ♦ Mailed to 5,094 recipients
 - ♦ **Full Color** Variable letter (8.5 x 14")
 - ♦ **Full-color** #10 window envelope
 - ♦ #9 Business Reply Envelope (BRE)

- **Package B: Urgency-Driven**

- ♦ Mailed to 5,093 recipients
 - ♦ **Black/White** Variable letter (8.5 x 14")
 - ♦ **Black/White** #10 window envelope
 - ♦ #9 Business Reply Envelope (BRE)

- **Targeted Segmentation:** Project HOME secured a donor acquisition list through a trusted partner, then refined and segmented that data based on engagement trends. This allowed them to test personalized messaging across distinct audience groups. Strata supported this process by providing data insights and testing strategies—helping optimize envelope design, segmentation, and overall campaign targeting.
- **Strategic Messaging Optimization:** Project HOME fine-tuned its messaging based on real response data, identifying which audiences responded best to storytelling vs. urgency-driven appeals. This allowed them to optimize their outreach for stronger engagement. Strata's analysis helped refine messaging adjustments, ensuring campaigns continued to build on past successes.
- **Data-Driven Insights & Reporting:** Project HOME gained key insights into what messaging and segmentation strategies worked best through campaign analysis. Performance data revealed which approach generated the strongest response and how audience targeting influenced engagement. Strata's reporting provided a roadmap for ongoing optimization, ensuring Project HOME's fundraising strategy remains scalable and results-driven.

The Future

By continuing to adapt based on real donor insights, Project HOME is positioned for stronger relationships, increased support, and greater impact in the fight against homelessness—ensuring its mission continues to grow.

The Results

The numbers speak for themselves. Compared to the previous year's appeal, Project HOME saw:

923%

Increase in Total Donations

Growing from \$1,255 to \$12,846

214%

Increase in the Number of Donations Received

Rising from 7 to 22

226%

Increase in Average Gift Amount

Increasing from \$179 to \$584

Beyond the numbers, this campaign provided a tested, scalable framework that Project HOME can continue to refine for future donor engagement.