

# Winning Matters:

Find out how ZenterPrize Transformed Donor Retention Through Incentivized Giving for a leading international non-profit\*.

\*To respect the confidentiality of our client, the results presented here have been anonymized.



ZenterPrize

# 1. Executive Summary

**16,000+**

active donors

**>65%**

12-month  
retention

**45%**

24-month  
retention

**with innovation now core to their fundraising portfolio.**

## CONTEXT:

Non-profits face **donor fatigue and rising acquisition costs.**

## OBJECTIVE:

**This children's non-profit** sought new unrestricted donors without cannibalizing existing programs.

**The exclusive draw** is an **innovative** and **bespoke individual giving campaign**, combining the joy of giving with a weekly prize draw. Every week, participants are automatically entered into a **draw for cash prizes**, making it a **simple, secure, and rewarding** way to give back.

- The campaign was run at **\$13** and **\$20** per month
- **30%+** of the file is non monthly donors

"Our most  
successful ever  
new product  
launch"

ZenterPrize client

## 2. The Challenge



**Need for unrestricted giving.**



**Avoid overlap with flagship product.**



**Limited IT/staff resources.**



**Requirement to test small and validate.**

## 3. The Solution:

- **Tailored partnership** between ZenterPrize and our partner charity.
- **Zenterprize conceptualized & designed a unique draw:**  
Sustainer giving + prize draw = “Incentivized Giving.”
- **SOC 2 Type II compliant**, fully turnkey platform (10,000+ dev hours).
- **All administration and set-up** managed by ZenterPrize
- **Donor-led experience:** guaranteed winners each week, mission-first communication.

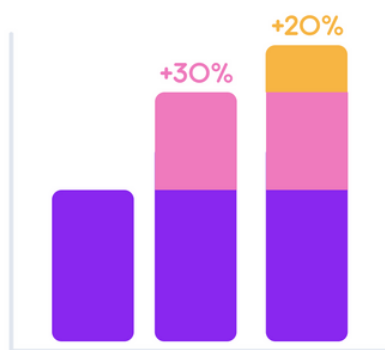
# 4. The Results

## 16,000+

new unrestricted donors  
acquired in complement to the  
non-profit's existing fundraising  
programme

### RETENTION SIGNIFICANTLY ABOVE INDUSTRY BENCHMARKS:

- Retention of regular sustainer giving
- Retention of Incentivized Giving
- Retention of winners on Incentivized Giving Campaign



12 month retention data  
2021-2025

## 65%

at 12 months

(vs 47% benchmark).

## 45%

at 24 months

(vs 21% benchmark).

OUR FIRST  
\$500 GRAND PRIZE  
WINNER:  
DAN, LOS ANGELES

2 X  
HIGHER  
M25 RETENTION

"I'm a great  
believer that the  
more you give the  
more you get"

FIRST DRAW WINNER

OVER 6,000  
WINNERS ON  
OUR  
CAMPAIGNS

# 5. Special Notes

## START SMALL, SCALE FAST:

### **Pilot-first approach**

validated appetite before scaling.

## DONOR SEGMENTATION:

**Average age 49**

>75% over 35, proving cross-generational appeal.

## WINNING MATTERS, BUT FREQUENCY > SIZE

- Data showed donor retention was higher when supporters won multiple smaller prizes, not just large ones.
- Donors who won twice had **74% retention at 24 months** — outperforming those who won \$500 once (54%).

## INNOVATION IN DONOR COMMS:

Bespoke, mission-led content streams + winner engagement created a strong emotional loop:

- **Visual identity and content** aligned to the non-profit's brand colours and tone of voice.
- **Email campaigns to build donors' relations** and keep them informed and updated with the cause
- **Regular posting on social media**, Meta and TikTok to build the donor's community and recognize fundraisers.

# 6. Key Learnings for Fundraising Leaders



**Incentivized giving** can attract **new audiences** without **cannibalizing** existing models.



**Data-driven prize structure** (more winners, more often) = **stronger loyalty**.



**Digital-first infrastructure** means scalability without heavy IT burden.



**Mission-first storytelling** is critical: **cause** must always lead the **message**.



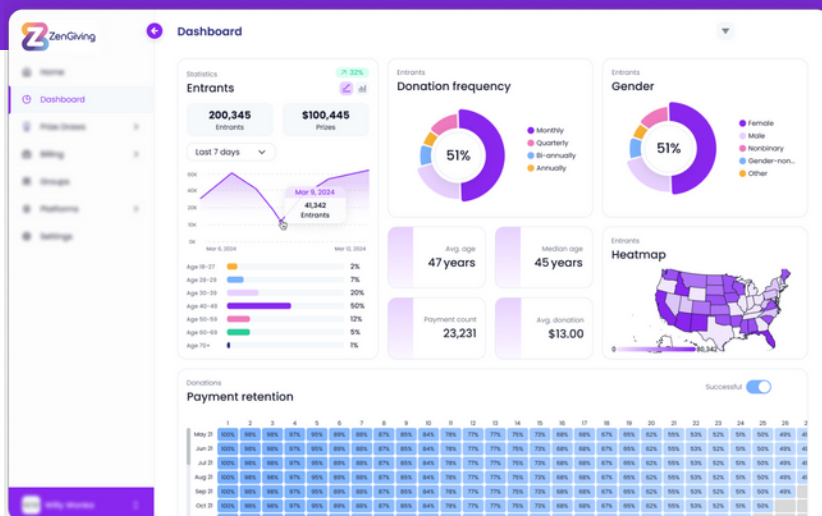
When **putting the donor at the centre of your innovation**, you create a programme that can operate on its own or as part of a larger offer



At ZenterPrize we can **create, setup and manage your campaigns** so they can grow while you focus on the cause

“People have shown me kindness in my life, and this program gives me the opportunity to pay that forward”

DRAW WINNER



## Interested in piloting an incentivized giving campaign?

ZenterPrize partners with non-profits of all sizes to design, test, and scale campaigns that deliver measurable donor retention and sustainable growth.



ZenterPrize

**Let's talk →**  
**[www.zenterprize.us](http://www.zenterprize.us)**