



segmenting donors

with a little help from AI

a case study featuring
Sun Health Foundation

organization



Sun Health Foundation is on a mission to make the West Valley of Phoenix a healthier place to live, one groundbreaking initiative at a time. As a 501(c)(3) nonprofit, they've been serving the community for over 50 years (yes, they've been around that long, which means they must be doing something right). From exceptional patient care to groundbreaking research, Sun Health is all about improving lives and making sure their neighbors get the best healthcare and wellness programs around.

Bringing Good to the Community

At Sun Health Foundation, improving community wellbeing isn't just a tagline – it's their heartbeat. Their philanthropic reach is broad, but they mostly focus on supporting:

- Banner Boswell Medical Center
- Banner Del E. Webb Medical Center
- Banner Sun Health Research Institute
- Sun Health Wellness
(aka wellness classes and services available to all, because who doesn't need a little zen in their life?)

They proudly partner with top-notch organizations and academic institutions to advance health, research, and wellness – the kind of partnerships that lead to actual healthcare breakthroughs and programs you might actually want to participate in.

challenge

Defining Their Donors

Sun Health was already doing great work in the community, but they wanted to better understand their donors to make an even bigger impact. They realized that having a clear picture of their donor base would help them create more effective, targeted marketing efforts. That's where we came in—helping them define three key donor personas and develop a strategic plan to engage them with impactful campaigns for the year ahead.



Persona Canvases

Think Pixa, your local full-service marketing & print resource

solutions & results

1

Gather Data

First, we dove into the past donor data. This wasn't some casual stroll through spreadsheets; we ran it through our AI system to extract key insights. We were after the juicy details: who's giving, why they're giving, and what makes these donors tick. The result? We identified 3 key donor types who were ready for some tailored love.

2

Define Audience

We defined each donor's goals, decision-making processes, and preferred communication channels. We answered very important questions such as is this donor a Baby Boomer or part of Gen Z? Who's influencing them and putting thoughts in their heads? Do they prefer email, social media, or old-fashioned phone calls? Every detail matters.

3

Speak Their Language

Once we had the who, we needed the how. Using specific, donor-friendly language, we crafted messaging that would hit each donor right in the feels. We outlined the must-know details, key touchpoints and included "thank you" messaging examples that would make them feel like the rockstars they are. Because who doesn't love a good thank you note?

4

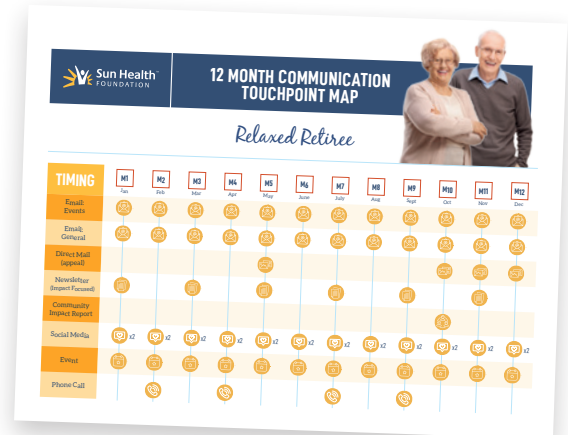
Plan the Year

With all our data and messaging in hand, we plotted out the year-long strategy. This 12-month communication touchpoint map outlined every moment Sun Health should engage with their donors – and when. No one likes being bombarded with emails every day, but a timely, well-crafted message? That's the sweet spot.

5

Put Everything into Action

We didn't just hand over the map and call it a day. Over the next year, we'll be working with Sun Health to make sure those touchpoints turn into real results. We'll review the marketing performance, tweak things along the way, and make sure their donors feel all the love.



By the end of the year Sun Health will have a deeper understanding of their donors, a game plan for reaching them, and a communication strategy that actually works. And we'll be there, helping them every step of the way. Talk about a partnership built for success!

oh, hey there!

We'd like to introduce ourself ... or should we say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.

Two is better than one, right? We like to think so.



Our super skilled marketing team that combines talented design with innovation and execution.



STRATEGY



DESIGN



DIGITAL
MARKETING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PRINTING
PORTAL



DIRECT MAIL
MARKETING



CORPORATE
PRINT

pixadirect.com

Think Pixa, your local full-service marketing & print resource