

Fundraising Compass

Area/Type: Efficiency; Incubator
Sponsor/Support: MSF Italy, MSF Canada and MSF Korea
Length/Project Status: 12 months; **ONGOING**



TRANSFORMATIONAL
INVESTMENT
CAPACITY

Project Summary

Problem

Fundraising targets need to significantly increase, putting high pressure on regular donors' acquisition as one of the pillars of the International FR strategy. Expanding Face-to-Face fundraising activities and increasing cost per acquisition is challenging program efficiency.

Proposed Solution

Optimize donor acquisition in the Face-to-Face channel by using a data driven approach to increase results and fully exploit resources. This involves developing, implementing and testing an artificial intelligence (AI) powered tool for analysing and forecasting location performance.



Potential Impact

- Increases MSF income generated by Face-to-Face activities, while maintaining current Cost Per Acquisition.
- Increases the overall efficiency through improved F2F team's performances and a better coverage of the territory.

Viability

- Aligns with the international call to increase the overall income of MSF.
- Includes needs and contexts from other MSF entities.

Risk Mitigation

- Uses an inclusive co-design approach, engaging all stakeholders in defining the solution – listening to their needs and current problems in performing their work.

Scalability

- The application is made available to all MSF sections involved in F2F fundraising activities. It is scalable by design and simple to extend.
- Includes other sections throughout the development phase.