DATAMORROW

STRATEGIC DECISION SNAPSHOT

A $100-$1,000 DONOR DECISION

American Diabetes Association

What does the evidence say about building a distinct giving lane?

Should ADA create a distinct giving lane for $100-$1,000 donors?

Snapshot conclusion

A limited pilot is justified. Expansion should depend on additional net giving and sustainable donor follow-up.

Illustrative ADA case example. Based on public-source analysis completed in June 2026.

datamorrow.solutions bbennafield@datamorrow.solutions 404.226.9589

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EVIDENCE TO ACTION

One decision. Pressure-tested.

01 Evidence

Existing giving paths and supporter relationships provide a credible starting point.

02 Opportunity

Give $100-$1,000 donors a clearer role, personal reason to give and proof of progress.

03 Economics

Additional net giving must exceed the added cost of the new donor experience.

04 Decision

Test a limited pilot. Make permanent rollout contingent on measured net value.

Strategic Decision Snapshot

$2,500 | One defined decision

October 14, 2026

DATAMORROW SOLUTIONS

01 / THE DECISION

A distinct path for $100-$1,000 donors

American Diabetes Association | Illustrative client deliverable

ONE DEFINED QUESTION

Should ADA create a distinct giving lane for $100-$1,000 donors?

RECOMMENDATION

Proceed to a limited pilot.

The reviewed public giving paths provide a credible foundation. A clearer commitment path is worth testing; incremental revenue and long-term donor demand remain unproven.

The commitment to approve: test a dedicated path within ADA's existing giving system before creating a permanent donor society or a broad campaign.

Foundation

Relevant mission, giving routes and supporter relationships already exist.

Opportunity

Make the donor's role, reason to give and next commitment clearer.

Proof needed

Show additional net giving and a sustainable stewardship cost.

Proposed pilot definition: $100-$1,000 in annual individual giving. Report employer matches separately.

Evidence base: June 2026 public-source analysis.

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02 / OPTIONS & TRADEOFFS

Compare the three choices

The decision is how much to commit before the fundraising case is established.

Option	Value and tradeoff	Decision read
Improve the current journey	Clarify gift choices, monthly giving, matching and follow-up. Lower added operating burden; does not directly test whether a distinct donor identity adds value.	A viable fallback if a new lane adds cost without improving net giving.
Pilot a distinct lane	Test a dedicated path, family-focused promise and modest proof cadence. Limits the commitment while testing the full donor experience.	**Recommended.** Confirm an adequate test population and staff capacity first.
Launch a permanent society	Introduce lasting recognition levels, stewardship obligations and broader rollout before demand has been demonstrated.	Defer until donor response and economics support expansion.

The decision rule

The lane should produce additional net giving or stronger repeat-giving evidence relative to the current journey. Revenue shifted from another ADA pathway does not count as growth.

Selection hinge: a named identity is useful only if it improves the donor experience. Clear giving choices and credible follow-up matter under every option.

Engagement boundary

The Snapshot provides the decision case and proposed test brief. Pilot production, deployment and campaign management are subsequent work.

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Evidence, with its limits

Observed public features establish the starting point. They do not establish donor behavior.

01 Giving infrastructure is visible. [1]

Observed: The source review documents monthly giving, tribute/memorial giving, events, workplace matching and Project Power.

Interpretation: These routes provide a starting point for a more focused commitment path.

Limit: Backend integration, staffing and current conversion performance were not reviewed.

02 A distinct public lane is not clear. [1, 2]

Observed: The reviewed giving paths did not clearly present $100-$1,000 supporters as a named, distinct donor group.

Interpretation: There may be friction in understanding the donor's role and next commitment.

Limit: Public presentation does not establish the absence of internal stewardship.

03 The mission has personal entry points. [1, 3]

Observed: The analysis connects diabetes to families, prevention, affordability and trusted guidance.

Interpretation: A family-focused invitation can connect several reasons to give.

Limit: Donor resonance is a hypothesis; no interviews or donor surveys were included.

04 Authority is not a conversion measure. [1]

Observed: The readiness review identifies institutional authority and public financial reporting as credibility signals.

Interpretation: Credibility supports the ask, but does not demonstrate an untapped revenue pool.

Limit: Cohort size, giving history, retention and incremental net value remain unknown.

Conclusion: credible design opportunity; revenue lift unproven. Sources: page 11.

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04 / PEER MECHANICS

What the peers make clearer

The peer work supplies design precedents. It does not demonstrate a causal revenue lift for ADA. [2, 4]

Reference	Mechanic in the source analysis	Potential ADA adaptation
Breakthrough T1D	Named monthly and leadership-giving paths make participation recognizable.	Test a clear commitment identity at $100-$1,000 without importing another organization's thresholds.
American Heart Association	Employer matching is presented as a practical way to multiply a contribution.	Place a simple match prompt within the proposed donor path and track completed matches.
American Cancer Society	Memorial giving connects the contribution to a personal relationship.	Let family or remembrance motivate an ongoing commitment; keep follow-up respectful.
March of Dimes	Report-card proof makes public-health burden visible and easier to understand.	Use one concise, verified proof update. A national diabetes scorecard would require separate work.

TRANSFER PRINCIPLE

Identity + relevance + proof + next step

Give the supporter a recognizable role, a personally meaningful reason, credible evidence and an easy way to continue.

ADA's mission remains the anchor. Borrow clarity and participation mechanics; validate the result with ADA donors.

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05 / PRIORITY DONOR PATHWAYS

The first audience to test

The source analysis identifies plausible motivations. Actual priority depends on the donor file. [3]

Proposed pathway	Why it is plausible	What must be confirmed
Event-connected supporters **Proposed first test**	Tour de Cure, Step Out and other participation create an existing relationship and a reason to invite year-round support.	Eligible cohort size, gift history, existing follow-up and revenue through other ADA channels.
Family / tribute donors **Alternative cohort**	A personal connection to diabetes may support continued giving when the invitation is empathetic and credible.	Recorded motivation, appropriate outreach and whether ongoing stewardship already exists.
Workplace-enabled supporters **Multiplier across cohorts**	Eligible donors may be able to add an employer match to an individual commitment.	Employer eligibility, completed matches and the effort needed to secure them.

Recommended starting point

Begin with one event-connected cohort whose gift history places supporters in or near the proposed annual range. Use the family/tribute cohort if the event cohort cannot support a useful comparison.

Invitation hypothesis: connect a known relationship to a clear ongoing role, useful proof and one next commitment. This must be tested with donors.

A $500-$1,000 gift may warrant deeper stewardship. Gift size alone does not establish major-gift capacity or willingness.

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06 / THE PROPOSED LANE

A concrete donor-lane concept

A concrete concept makes the decision testable without committing to a permanent donor society. [4]

PROPOSED TEST IDENTITY

Family Forward Circle

Help families fight diabetes with confidence.
Your commitment helps ADA connect more families with trusted guidance, prevention, advocacy and support.

$100	$250	$500	$1,000
Entry commitment	Continued support	Deeper support	Leadership commitment

Proposed gift choices and labels for testing. They are not validated donor thresholds or dollar-to-outcome claims. Monthly giving can provide another route to the same annual range.

Before the gift

A personal reason to give; clear role and amount choices; one-time or monthly option; simple employer-match prompt.

After the gift

Immediate thanks; a concise, verified progress update at 30 days; one relevant next step at 90 days.

Keep the promise supportable

Use existing program proof. Do not promise a specific family outcome at a gift level without validated costs and program evidence. The concept should remain easy to revise or remove after the test.

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The economics that must hold

A larger average gift is useful only if the whole donor experience creates additional net value.

+ Incremental individual cash

Individual giving above baseline, across all ADA channels.

+ Incremental completed matches

Employer-match funds received above baseline.

- Added pilot and stewardship costs

Incremental setup, follow-up, reporting and staff time.

= Net pilot value

The additional value after the cost of delivering the lane.

Measure the whole relationship

Compare total giving across ADA channels per assigned supporter with the control. Count cash received and completed matches; report future recurring commitments separately.

Before launch

Set a cost ceiling, minimum worthwhile net lift and sample size for the comparison.

Before expansion

Confirm additional giving, sustainable workload and stable revenue through other ADA channels.

A revenue forecast requires donor records, baseline conversion and pilot cost assumptions. Those inputs were outside the June 2026 public-source review.

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08 / CONDITIONS & COUNTEREVIDENCE

What could change the answer?

The strongest case for a pilot is also the reason to keep it reversible: the public evidence leaves the economics unresolved.

Risk or contrary evidence	Signal to watch	Decision consequence
An equivalent program already exists	Internal stewardship already serves this bracket with a clear identity and strong results.	Improve the existing program's visibility or performance; avoid duplicating it.
Revenue is redirected	Lane revenue rises while comparable giving through other ADA routes falls.	Assess total cohort giving. Revise or stop if the net gain is absent.
The name adds little value	Supporters still cannot explain their role; response does not improve.	Test a clearer invitation within the current journey before building more identity.
Stewardship cost exceeds the gain	Manual workload, reporting or expectations exceed the agreed ceiling.	Simplify the experience or defer expansion.

PRECONDITIONS FOR A USEFUL PILOT

A viable cohort, clear owner and cost ceiling

Confirm enough eligible supporters, a measurable baseline, approved proof and capacity to deliver the promised follow-up.

Confidence: moderate in the design hypothesis; incremental net fundraising remains unproven. An inconclusive sample should lead to a better test, not a claim of success or failure.

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09 / A PROPOSED 90-DAY TEST

A proposed 90-day pilot

Compare the proposed donor experience with the current path before committing to rollout.

DAYS 1-15

Confirm the conditions

Validate cohort and normal giving. Agree on cost, sample size and minimum worthwhile lift. Assign an owner and approve the proof cadence.

DAYS 16-60

Run a fair comparison

Randomly assign eligible supporters within prior-giving bands to the new experience or current path. Keep timing comparable. Track total giving, completed matches and staff effort.

DAYS 61-90

Read the result and choose

Compare net giving per assigned supporter, response and workload. Apply the agreed rules to expand, revise, stop or extend the test.

Measure	What it establishes
Primary	Net giving per assigned supporter relative to the current-path control.
Supporting	Gift conversion, received revenue, completed matches, second gifts, opt-outs and stewardship hours.
Longer follow-up	Annual retention and repeat giving. A 90-day result cannot establish full-year donor value.

Compare both groups over the same response window. This tests the full experience, not the name alone. Fundraising owns follow-up; digital and analytics support delivery and measurement.

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The decision to take next

Authorize a limited pilot once the cohort, cost and delivery conditions are met. Keep permanent rollout contingent on observed net value.

Expand

Net lift meets the agreed hurdle, the comparison is credible and stewardship is sustainable.

Revise

Response is promising, but the invitation, cost or follow-up needs improvement.

Stop / defer

A credible test shows no added value, or the conditions for delivery cannot be met.

Extend

The result is inconclusive. Improve the sample or observation period before drawing a conclusion.

How the conclusion was reached

Datamorrow's June 2026 ADA public-source analysis was synthesized through Cultural Intelligence Frameworks® and senior judgment. The review connects giving architecture, peer mechanics, donor motivations and execution constraints. Motivations are hypotheses; donor records and live test results were outside the review.

SOURCE BASIS

[1] Commitment Donor Readiness Diagnostic [2] Sister Charity Fundraising Benchmark
[3] Commitment Donor Persona + Visual Board
[4] Commitment Donor Litmus + 280 Blueprint; C-suite Commitment Donor Executive Overview
Source analyses: Datamorrow, June 2026.

D. Benny Bennafield

CEO & Chief Storyteller | Datamorrow Solutions

bbennafield@datamorrow.solutions | 404.226.9589

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Book a 30-minute conversation

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EVIDENCE + INTELLIGENCE BASIS

What informs the perspective

American Diabetes Association | A $100-$1,000 annual donor decision

ORGANIZATION + LEADERSHIP QUESTION

The American Diabetes Association connects research, advocacy and support with established giving programs. The decision examined here: Should ADA test a distinct $100-$1,000 annual donor pathway, or strengthen existing donor routes instead? The recommendation is a limited pilot, not a permanent program commitment.

01 OUTSIDE-IN EVIDENCE

Published giving options, events, tribute donations, employer matching and visible program proof establish the starting point.

02 PEER + CATEGORY CONTEXT

Relevant practices at Breakthrough T1D, the American Heart Association, the American Cancer Society and March of Dimes inform the alternatives.

03 ACCUMULATED INTELLIGENCE

Relevant patterns from Datamorrow's 10,500+ strategic artifacts add cross-category learning appropriate to the leadership question.

04 CULTURE + SENIOR JUDGMENT

Cultural Intelligence Frameworks®, analytical discipline and senior judgment examine trust, distinguish inference from fact, and challenge assumptions behind the choice.

HOW THE OUTSIDE VIEW CHANGES THE DECISION

The question is not simply whether a new donor identity sounds appealing. It is whether a limited test produces additional net giving, recognizable donor value and a sustainable stewardship workload.

Evidence basis | Five Datamorrow public-evidence analyses from June 2026 are listed on page 11. Donor response, cohort economics and incremental revenue require donor records and controlled validation.

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