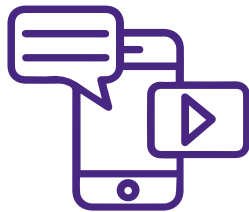




## CONNECT WITH YOUR DONORS 24/7

**Grow revenue and acquire donors online, inspiring them to a greater commitment to your Mission.**



Online giving to nonprofits is growing at a tremendous rate. If you're not actively engaged in the digital fundraising world, you're missing out on something big.

Why? Because digital donors tend to outgive donors from traditional giving channels.

Beyond this, donors who give across both digital and direct mail channels tend to have 2x the donor retention rates as standalone, traditional sources.

Donors like to have options for giving on their terms. Our digital strategy makes giving easy, economical, and effective for you. You'll love the results.

## A STRATEGY THAT STAYS CURRENT



### ENGAGEMENT

Raise more money from current donors through alternative giving channels.



### NEW DONORS

Acquire and cultivate donors who prefer to communicate online.



### WEBSITE GROWTH

Drive donors to your website to learn more about you, volunteer, and give.



### REACTIVATE LAPSED

Reengage lapsed donors by reaching them on a different giving platform.

## YOU'LL SEE EXTRAORDINARY RESULTS IN REAL TIME

Your donors are online constantly... scrolling through emails, social media, searching the internet, shopping for clothes, you name it. On each website or app, they'll see ads.

We track the hottest websites and apps for your donors and place your Mission up front to optimize giving. They'll be able to give at the click of a button.

We'll create fresh, compelling ads, inspiring your donors to follow, share, and support your Ministry across all channels. This allows donors convenient, flexible options to fund your Ministry.



Click. Swipe. Like. Share. **Donate Now.**



### PERSONALIZED PLAN

Our strategists craft your digital plan specifically for your market, using your database, social media audience, and the households in your target geographic area.



### GOOGLE ADS & GRANTS

Your strategy can include receiving up to \$10,000 in free advertising with Google—which we will then use to strategically target your audience.



### DONOR ACQUISITION

Our digital experts will use your currently engaged audience and donor file to target similar personas and extend your reach.



### STRATEGIC CREATIVE

Your digital messaging will use elements of our tried-and-true direct mail pieces to produce a unified message across all fundraising platforms—including email.



### CLICKS REPLACING CHECKS

Today's donors are moving toward electronic giving rather than writing checks. We'll connect with donors and make giving more convenient.



### ANALYTICS & TRACKING

Our digital experts will work hand-in-hand with you to deliver fast and accurate tracking and analytics. You'll know your results at a glance.



### EASILY ADAPTED CONTENT

Our digital advertising gives you the freedom to make changes to your campaigns in seconds—allowing you to capitalize on any urgent needs of your Ministry.



### DIGITAL CONSULTATION

We'll assess your current online presence and work with you to establish best practices across your website and social media platforms.

ACQUISITION | CULTIVATION | DIGITAL | MID/MAJOR

Let's  
Talk!

#### CONTACT

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FUNDRAISING

Your Mission.  
Our Calling.  
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