



DonorBase Digital Audiences and Services

What areas would you like to grow in Digital?

DonorBase, the leading cooperative for nonprofits and fundraisers, offers digital audiences and services to support your most robust digital marketing efforts!

Leverage 65 million individual DonorBase donors representing \$50 billion in charitable giving, plus comprehensive nationwide coverage of issue and cause-based prospects, to fuel your successful digital outreach.

Amazon® Advertising Services

- DonorBase is an Amazon Advertising Partner, helping nonprofits and fundraisers use DonorBase charitable giving data to reach over 300 million unique Amazon customers.
- The typical customer visits Amazon 9 times a month; on average, each customer has 60 page views per month!
- Reaching Amazon customers is a proven and powerful marketing tool for fundraisers, especially when audiences are customized to reach the best donor prospects.

Amazon Smile

- DonorBase reaches donors to support your organization through the Amazon Smile program
- Simple, cost-efficient, and very efficient, we use donor data already updated in DonorBase so we can start immediately.
- This is a great way to generate incremental dollars from your past donors without asking them for money!

Facebook

- If you struggle with declining returns and increasing costs, we'll help improve your ROI through Facebook using DonorBase transactional data and services.
- Perform prospecting campaigns through Facebook using powerful DonorBase charitable data, including customized response models for advanced targeting.
- Link your online and offline campaigns, measure results accurately, and minimize waste with Facebook campaigns.

Take Action! Digital Cause/Issue Audiences

- DonorBase developed a strategic new way of finding responsive donors who care passionately about current issues and who are primed to support candidates and vote in the coming general election.
- DonorBase members can leverage an additional \$50 billion in charitable giving data and the use of customized models devoted to their cause.
- Reach dedicated online, Facebook, email, or postal audiences aligned with your mission. Carefully selected activists and donors to a wide variety of causes are immediately available!

Peer-to-Peer Texting

- DonorBase's Peer-to-Peer Texting program enables marketers to drive FCC compliant text messages to current and lapsed donors for one-time, sustainer, or reactivation campaigns that generate enormous fundraising support!
- 90% of texts are read within 5 minutes, generating 5 times the click-thru rate of email and 12 times email's conversion rate.
- DonorBase Peer-to-Peer Texting is a profitable media spend on initial investment and a great tool for developing sustainers!

Email Campaigns and Appends

- DonorBase offers 65 million individual DonorBase donors representing \$50 billion in charitable giving, and a master database of 285 million nationwide individuals, to fuel your successful Email outreach.
- Use DonorBase data to reach your best acquisition prospects or append opt-in email addresses to your donor files and fill in vital gaps in your communication and marketing efforts!

Display & Mobile Audiences

- Use data from DonorBase's charitable giving database to build your online audiences and get the same benefits of 1:1 marketing in digital advertising that DonorBase offers nonprofits in the direct mail channel.
- DonorBase matches your best donor and cause-activated prospects to display and mobile, loading your customized audiences to your DSP account for advertising.
- Privacy-compliant match-backs attribute responders to your digital media spend.

Partner with DonorBase today to create the specific model to help your organization reach your program goals!

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