



DonorBase Facebook Audiences and Services

Are you ready to expand your Facebook programs?

If you are looking to improve returns and decrease costs, let DonorBase help you improve your ROI through Facebook using DonorBase transactional data.

Reach 65 million individual DonorBase donors representing \$50 billion in charitable giving to fuel your successful Facebook outreach.

DonorBase Facebook services include:

- Reach and reactivate your own donors through Facebook campaigns customized with DonorBase segmentation insight.
- Perform prospecting campaigns through Facebook using powerful DonorBase charitable data, including custom response models for advanced targeting.
- Integrate multichannel marketing campaigns (for example, direct mail merge files integrated with Facebook campaigns)
- Link your online and offline campaigns, measure results accurately, and minimize waste with Facebook campaigns.

Partner with DonorBase today to create your best Facebook audience to reach your program goals today!

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