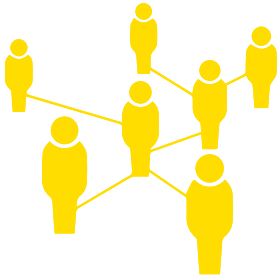




## MAXIMIZE REVENUE AND DONOR POTENTIAL WITH ADVANCED ANALYTICS



Your donor file is your Ministry's most important asset. It's the lifeblood that allows you to raise the funds needed to enable your heroic staff and volunteers to spread the Gospel message.

Knowing your current donors and how to find new ones secures your growth path. It's why you need an agency that understands how to harness the power of your donor file and turn it into breakthrough results.

We are much more than a premier fundraising and marketing agency. We're highly trained statisticians obsessed with bringing in the most dollars possible for your Ministry. It's why we love data.

### WHERE BIG DATA BRINGS BIG RESULTS



#### PREDICTIVE INTELLIGENCE

We accurately predict the results and profitability of each campaign.



#### HIGH-VALUE DONOR IDENTIFICATION

We know where to find the highest potential donors to maximize your marketing ROI.



#### COMPREHENSIVE REPORTING

Our reports provide insight, not just data, and are always free-of-charge.

## HARNESS THE HIDDEN POTENTIAL OF YOUR DONOR FILE WITH OUR MDM LIFECYCLE ENGAGEMENT CHANNEL MODEL

Our data analysts use our proprietary LEC model to measure the potential of each donor for each mailer. The goal is maximizing your direct mail performance and cash flow.

Predictive intelligence is then used to assess donors' giving habits and channel preferences to accurately forecast giving behaviors.

You'll receive reliable projections of revenues and outcomes through mail, online, white mail, and other donation channels.

### WE PROVIDE INSIGHTS TO DRIVE STRATEGY AND GROWTH

#### ■ STRATEGIC GROWTH ANALYSIS

is your annual report summarizing your five-year trends and key performance metrics.

#### ■ FUNDRAISING PERFORMANCE REPORT

is your quarterly report providing details on each campaign's results and year-over-year trends.

#### ■ ACQUISITION AND CULTIVATION PLANS

give you constant visibility of the rollout, quantities, costs, and projections of every campaign.



#### CURRENT DONOR ANALYSIS

Our full-service analytics team will study your active donor file and recommend lists that will maximize engagement, optimize conversion, and get results.



#### DONOR FILE HYGIENE

Our data services include customized NCOA and merge-purge processing to purify your house lists, reduce costs, and maximize results.



#### PREDICTIVE INTELLIGENCE

We're serious about forecasting results. We'll analyze your data so you'll know the precise ROI we're expecting based on our list choices and creative proposals.



#### CAMPAIGN REPORTS

You will receive insightful, user-friendly performance reports summarizing your costs, results, and ROI for your acquisition, cultivation, and digital campaigns.



#### MID/MAJOR PROFILES

Our analytics team will mine your current donor files to identify new, high-potential donors. Our creative team will target and move them to higher levels of giving.



#### DONOR MANAGEMENT SYSTEM DATA PULLS

We can interface directly with your fundraising software to securely extract data on a timely basis for each campaign—ensuring the freshness of your data. All this is at no additional cost to you.



#### COMPARISON REPORTS

How does your fundraising compare to others? We will anonymously share these results and develop a strategy to maximize your unique growth potential.



#### DONOR ACQUISITION MODEL

Knowing the profile of your most loyal and profitable donors allows us to target new donors with the same characteristics—ensuring the success of each campaign.

ACQUISITION | CULTIVATION | DIGITAL | MID/MAJOR

Let's  
Talk!

#### CONTACT

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**MDM**  
FUNDRAISING

Your Mission.  
Our Calling.  
Raise More.

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