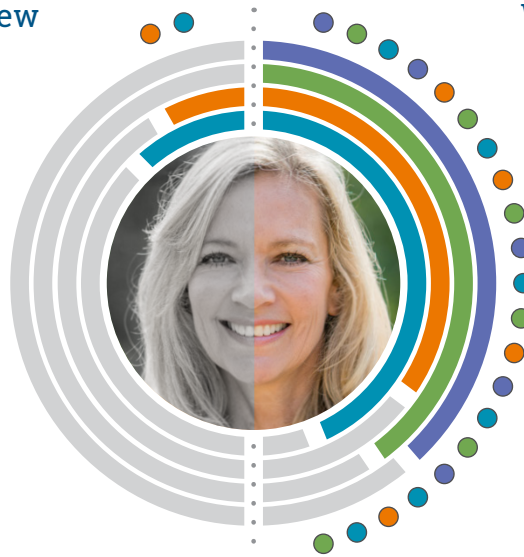# Wiland's **Comprehensive View** of Your Donors

## Typical Fundraiser's View

Susan gave two donations in response to direct mail acquisition and gift matching appeals: $140

She also gave one gift in response to an email appeal: $70

- Last donation was three months ago
- Gave three times in three years
- Average gift: $70
- Highest gift: $100

## Wiland's More Comprehensive View

Susan has 32 transactions with 12 brands and organizations in the past six months: $4,480

Gave to seven nonprofits in four fundraising categories in the past year

960% more likely to donate to Alzheimer's research in the next 12 months

Donated to a veteran's support organization and a heart health charity: $150

40x more likely to follow FeedingAmerica.org on social media

442% more likely to donate to humanitarian causes in the next 12 months

35x more likely to follow ASPCA.org on social media

Bought four items online from a midscale fashion merchant: $238

Bought two t-shirts and shoes online from an activewear merchant: $146

## Wiland accurately predicts Susan's future giving based on comprehensive donor data.
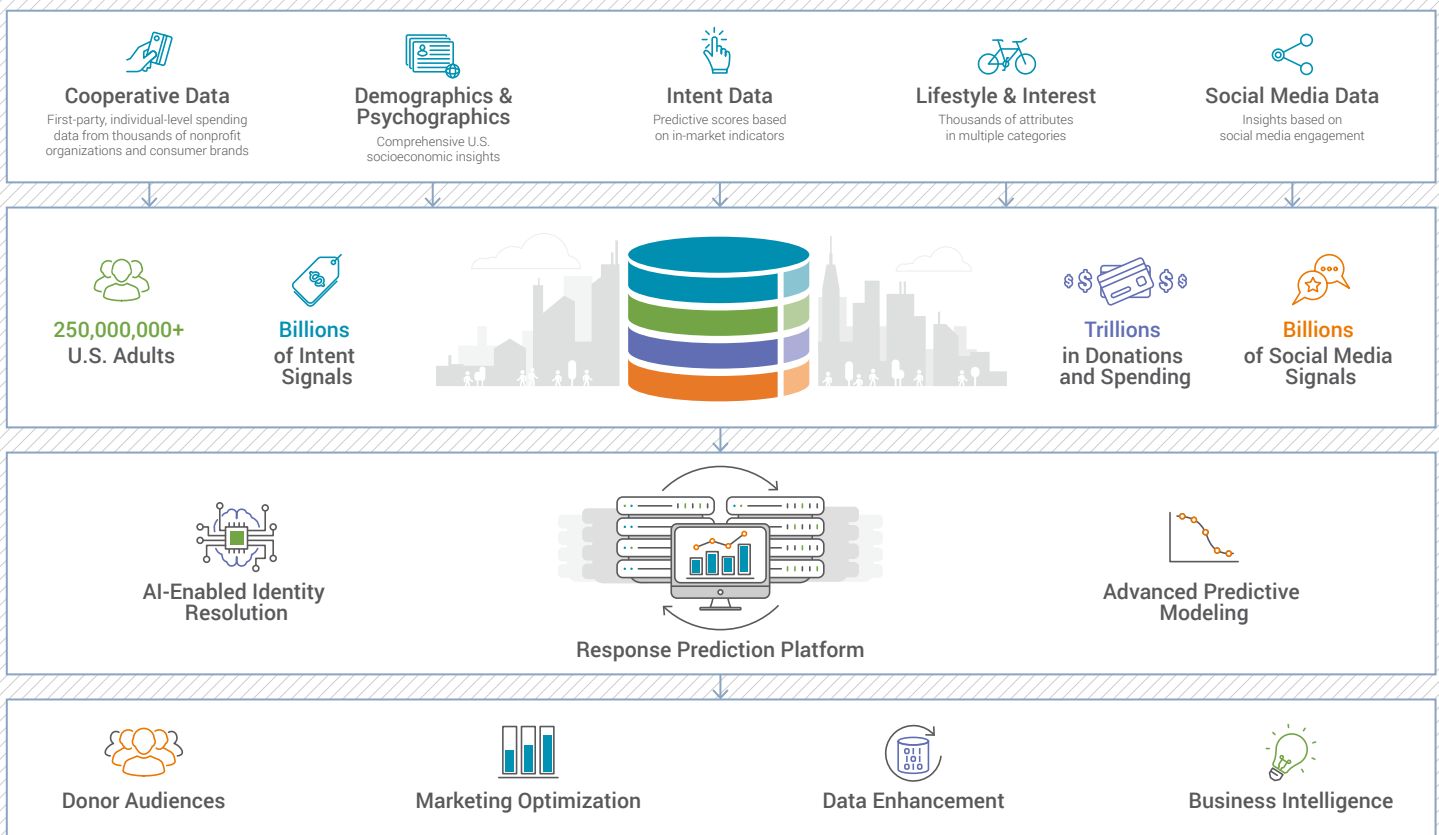
### Additional Wiland Details:

- First nonprofit gift averages $32
- Has one contribution over $1,000 to an animal welfare agency
- Spends an average of $140 per transaction (32 total transactions)
- Last contributed $50 15 days ago to a child welfare agency
- Spending and giving has accelerated rapidly in the last year

- 62 years old
- Net worth of $1MM
- Owns a single-family home
- Has two children over 18 years of age
- Lexus loyalist
- Recently retired
- Interests: golf, pets, and grandchildren

# The Wiland Cooperative Database

The Wiland Cooperative Database is the nonprofit industry's most powerful source of information on donor giving behavior. With vast, detailed information on virtually every U.S. donor and consumer, the Wiland Cooperative database fuels the predictive analytics that produce responsive fundraising audiences for our clients.

The Wiland Cooperative Database is built upon the cooperative database model, aggregating massive, continuously updated first-party data from thousands of brands and organizations. What makes this proprietary data so unique is its diversity of data and depth of detail - down to the individual transaction and product level. It offers our clients perspective that goes beyond what they are able to observe within their own data regarding the giving and purchasing behavior of their donors and prospects.

**Cooperative Data**
First-party, individual-level spending data from thousands of nonprofit organizations and consumer brands

**Demographics & Psychographics**
Comprehensive U.S. socioeconomic insights

**Intent Data**
Predictive scores based on in-market indicators

**Lifestyle & Interest**
Thousands of attributes in multiple categories

**Social Media Data**
Insights based on social media engagement

**250,000,000+**
U.S. Adults

**Billions**
of Intent Signals

**Trillions**
in Donations and Spending

**Billions**
of Social Media Signals

**AI-Enabled Identity Resolution**

**Response Prediction Platform**

**Advanced Predictive Modeling**

**Donor Audiences**

**Marketing Optimization**

**Data Enhancement**

**Business Intelligence**

# Ready to discover all the ways that Wiland can fuel your peak fundraising performance? Contact us today at info@wiland.com.