



# Unlock Smarter Fundraising

with GivingSignals™, A MarketSignals™ Product by Wiland

In an era of shrinking donor bases, rising costs, and growing expectations, nonprofits must do more than ever with fewer resources. GivingSignals™, a MarketSignals™ product by Wiland, offers a transformative way to address these challenges. Powered by Wiland's extensive cooperative data, GivingSignals enables nonprofits to focus their efforts where they matter most by delivering actionable insights into donor behavior and preferences, driving sustainable growth and long-term donor value.

## Transforming Challenges into Opportunities

One of the most pressing challenges in nonprofit fundraising is identifying and cultivating high-value donors amidst a sea of data. Traditional tools often rely on wealth indicators that fail to account for actual giving behaviors, leaving organizations guessing. GivingSignals goes beyond these limitations, using transactional and behavioral data to provide a clearer picture of donor capacity and intent.

For instance, identifying donors likely to give through Donor Advised Funds (DAFs)—an increasingly significant source of philanthropic dollars—becomes possible with GivingSignals. These insights allow nonprofits to anticipate contributions and focus on building

## GivingSignals™

relationships with these high-potential donors. Similarly, by analyzing giving patterns and capacity, GivingSignals helps organizations pinpoint mid-level and major donors, ensuring that development efforts are directed toward those most likely to make significant contributions.

### Maximizing Impact with Targeted Insights

Resource constraints often force nonprofits to make difficult decisions about where to invest their efforts. GivingSignals takes the guesswork out of these choices by providing detailed insights into donor behavior, allowing organizations to:

- **Focus** on donors most likely to become recurring contributors through sustainer programs, a critical foundation for financial stability.
- **Find** donors on your file with hidden capacity who give at high levels to other organizations.
- **Optimize** the timing and frequency of outreach with seasonality indicators, ensuring that campaigns reach donors at the right time.
- **Increase** gift sizes without sacrificing retention using optimal ask strings tailored to each donor's capacity and preferences.

With these tools, nonprofits can stretch limited budgets further, focusing their resources on strategies and audiences that drive the greatest return.

**For less than the cost of postage for a single mailing—GivingSignals™ is cost-effective and represents one of the most impactful investments a nonprofit can make.**



## Real Donor Intelligence, Integrated Into Your CRM:

House File Optimal Ask Amount Strings

Monthly Sustainer Propensity

Share of Charitable Wallet

Mid and Major Level Donor Prospect  
Propensity

Donor Advised Fund (DAF) Propensity

Planned Giving Prospect Propensity

Online Response Propensity

Telemarketing Responsiveness Indicator

Mid and Major Level Donor Gift Capacity

Seasonal Giving Preference

## Actionable, Easy-to-Use Solutions

Unlike complex analytics platforms, GivingSignals is designed for simplicity and accessibility. It integrates seamlessly into existing programs, delivering insights in a format that nonprofits can immediately act upon. Whether refining a direct mail campaign, enhancing digital engagement, or identifying donors receptive to telemarketing, GivingSignals provides a straightforward path to better results.

## The GivingSignals™ Advantage

GivingSignals stands out for its depth of data and ease of implementation. While competitors often rely on static demographic information, GivingSignals taps into Wilander's unparalleled cooperative database, offering richer, more predictive insights. These insights empower nonprofits to move beyond surface-level analysis, enabling them to understand what motivates their donors and build more meaningful, lasting relationships. From Chief Development Officers seeking to optimize major gift strategies to digital marketing directors aiming to improve online fundraising, GivingSignals supports professionals across all levels of nonprofit operations.

## Shape the Future of Your Fundraising

GivingSignals isn't just about data—it's about giving nonprofits the tools they need to grow and thrive in a competitive philanthropic environment. As a MarketSignals™ product by Wilander, GivingSignals helps organizations achieve their fundraising goals by turning insights into action while building deeper connections with their donors.

## Ready to transform your fundraising strategy?

Learn more about GivingSignals and how it can elevate your nonprofit's impact.

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[wilander.com](https://wilander.com)

## About Wilander

Wilander, Inc. is the trusted marketing data and audiences company for thousands of brands, helping them build stronger customer relationships that drive higher revenue and reduce advertising waste. With the largest set of individual-level spending data and an AI-powered prediction platform, Wilander delivers insights that enable profitable marketing across all channels. As an industry innovator, Wilander's solutions are built on a foundation of consumer data ethics and privacy protection.

