

Real Conversations. Smarter Engagement. Better Results.

Wiland + Synergy Peer-to-Peer Texting

In today's challenging fundraising environment, nonprofits face an uphill battle. Economic uncertainty, shifting donor behavior, and increasing competition for charitable dollars have created a landscape where traditional outreach methods are falling flat. Donors are overwhelmed, distracted, and selective with their giving—which means mass messages aren't enough.

Wiland's P2P Texting Solution combines advanced donor intelligence with Synergy's human-powered solution to spark real, one-to-one conversations that drive results.

- **92%+** average text delivery rate
- **Live text agents** ensure compliance, personalization, and interaction
- **Donor and prospect targeting** powered by predictive analytics and giving propensity
- **Tested messaging strategies** and real-time reporting for continuous optimization



What nonprofits need now is a high-impact, personalized communication solution that breaks through the noise and builds real relationships. Wiland's new **Peer-to-Peer (P2P) Texting Solution**, developed in partnership with **Synergy**, is built to meet that exact need.

This innovative solution blends Wiland's industry-leading donor intelligence with Synergy's proven, human-powered texting solution to help nonprofits reach the right prospects and supporters, with the right message, at exactly the right time. It doesn't just send messages—it starts real conversations that drive action.

Unlike generic texting tools or automated dialers, our platform uses real people to send and respond to texts, enabling meaningful one-to-one engagement—even with appended mobile numbers. Backed by trillions of consumer and donor behavior signals, Wiland's audience modeling ensures that you're targeting individuals who are most likely to engage, respond, and give.



P2P Texting Lets You

- **Recruit** new donors with timely, personalized messaging
- **Drive** donors to digital giving catalogs or seasonal fundraising experiences
- **Increase** urgency and donations during matching gift campaigns
- **Provide** reassurance and maintain engagement during economic or mission-related disruptions

Why It Works

This solution was built for today's nonprofit realities. With more than 92% average delivery rates, live agent execution, and fully compliant messaging strategies, your outreach becomes faster, more personal, and more effective. You're not just reacting to changes in donor behavior—you're staying ahead of them.

Plus, every campaign comes with built-in testing, robust reporting, and continuous optimization. You'll learn what works, refine your approach, and see measurable gains with each deployment.

This is more than a texting platform—it's a strategic engagement engine designed to turn conversations into conversions and help your organization grow long-term donor value.

Let's start a smarter conversation.

Contact us today to learn how Wiland and Synergy can help you connect more effectively and elevate your fundraising outcomes—no matter what the market brings.

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About Wiland

Wiland, 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, Wiland delivers insights that enable profitable marketing across all channels. As an industry innovator, Wiland's solutions are built on a foundation of consumer data ethics and privacy protection.

