



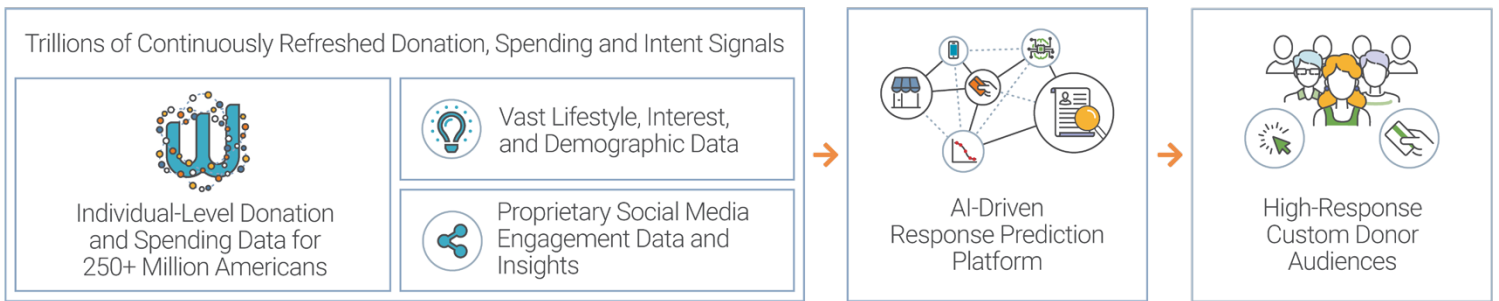
Your Best Digital Fundraising
Starts Here



Reaching your best donors online is an integral part of fundraising strategy. But how can you find and reach more of the right people—the ones uniquely aligned with your organization and ready to give now and make multiple gifts in the future?

It All Starts with the Right Donor Audience

Wiland digital donor audiences are the most effective way to reach your best new donors online. Our audiences are custom modeled based on our proprietary data assets—**the largest donor database in America**. This enables us to craft audiences comprised of large numbers of donors who are the most likely to respond to your appeals and support your organization.



How do fundraisers use our donor audiences? **There are two paths to success:**



“ Wiland has helped us take our digital marketing efforts to a new level. We have been using Wiland to supply us with target lists for our direct mail appeals, but since we started using them to help us with our digital marketing, we’ve seen a 50% increase in online donations. ”

– Director of Development, Charitable Nonprofit



In-House Digital Fundraising Campaigns

Utilize your custom Wiland digital donor audience to target your digital media with unsurpassed accuracy.

- We provide the audience.
- You or your agency manages the campaign.
- You or your agency measures and reports on your results.

Our Audience. Your Campaign.

Using Wiland digital donor audiences in your in-house digital fundraising will drive **higher response rates, lower donor acquisition costs, and higher return on ad spend.** We quickly deliver your audience to your DSP or platform of choice for activation across all addressable channels, platforms, and devices including:



Display



Mobile



Social



Video



Addressable TV



Email



Direct Mail

Ask today about a digital donor audience custom crafted for your organization.



Wiland Fully-Managed Digital Campaigns

Allow Wiland to be your single point of accountability for your digital fundraising efforts.

- We provide the audience.
- We run, optimize, and maximize the ROI of your campaigns.
- We provide reliable measurement and thorough reporting.

Digital Campaign Management

The Turnkey Solution to Achieving Superior Online Fundraising

Wiland Managed Digital Campaigns drive exceptional digital engagement and revenue through a customizable set of solutions.

- **Prospecting**
We identify, reach, and acquire your best new donors with targeted display ads continuously optimized in real time for maximum performance.
- **Converting Current and Lapsed Donors**
We get your message in front of the right donors at the right time online to increase net revenue.
- **Retargeting**
We help you discover incremental new revenue by identifying and promoting to recent site visitors most likely to respond.
- **Co-Targeting**
We equip you to reach donors simultaneously online and offline via direct mail to boost awareness, engagement, and conversions.

What Makes Our Managed Digital Campaigns Different?

The most **accurate targeting**

using Wiland digital donor audiences.

The most **effective optimization**

of spend and performance based on the value of each individual donor.

The most **reliable measurement**

with our TrueROAS™ methodology showing incremental impact.

The most **thorough reporting**

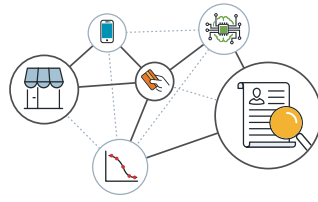
and a full matchback view of results.

What Makes Wiland Digital Solutions Superior?



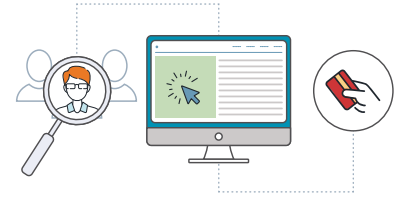
The Most Donation and Spending Signals

Detailed, individual-level transaction data is the gold standard of donor giving information. And we have more of these predictive signals than anyone else.



The Best Response Prediction Platform

Accurately predicting how people will give is made possible with Wiland's proprietary, AI-driven response prediction platform.



The Fastest Path to Success

We make it easy to get started and see success quickly when using our audiences or having us manage your digital fundraising campaigns.



The results tell the story

Recent **digital successes** for our nonprofit clients include:

- **74%** reduction in cost to acquire a new donor
- **10,000+** new-to-file donors
- **17:1** co-targeting ROAS
- **12:1** incremental retargeting ROAS

Whether you're managing digital campaigns in-house using our audiences, or if we're managing your digital fundraising campaigns for you, we can take your online fundraising results to the next level.

Contact us today at info@wiland.com to learn more and get started.

