DonorBureau
MIKE PRICE, SVP

HELPING ORGANIZATIONS
RAISE MONEY
MORE EFFECTIVELY

AN AWARD WINNING DATA SCIENCE COMPANY

IMPROVING ROI SINCE 2011

Direct Mail Audiences

- DonorDemocracy
- DonorGenesis

Scoring Services

- Merge Purge Optimization
- House File Modeling
- Lapsed Donor Activation

Digital Fundraising

- Text Fundraising
- Email Fundraising

DONOR GENESIS

A database that uses DonorBureau's proprietary direct response algorithms and 750+ data elements to score 200 million individuals nationwide to create modeled audiences most likely to give to direct mail acquisition campaigns

8+
Available Models

3 Billion+
Direct Response Data Points

750+
Data Elements

200
Million Individuals

DONORGENESIS
AUDIENCES

Candidate

Charitable

Committee

Conservative

Conservative 2A

Direct Mail

Military

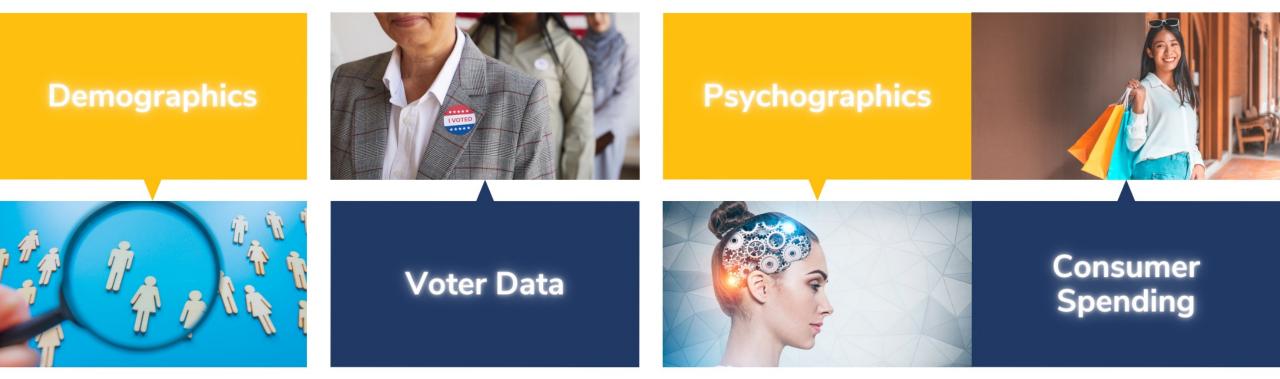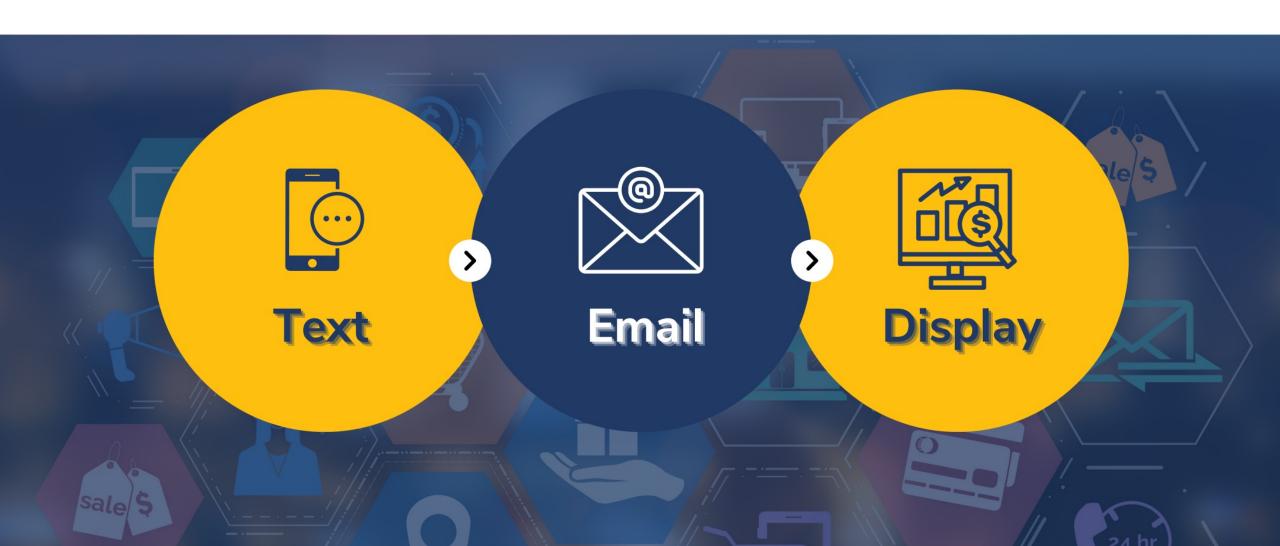**Religious**

Advanced **Segmentation**

DonorGenesis offer a comprehensive suite of over 100 data elements that can be selected for advanced targeting at no additional fee

Demographics

Voter Data

Psychographics

Consumer Spending

Proven Performance

High Retention, High LTV

DonorGenesis shows historically higher retention, resulting in higher LTV than traditional list sources

New, Never Before Seen Donors

Hitting the same donors over and over again can create donor exhaustion and low nets

Geo Specific Mailings

Mailers who target specific congressional districts, states, regions, or zip codes

Large Mailing Organizations

Mailers with large mail volume, well known national brands