

SMARTER DECISIONS START WITH BETTER DATA



Every mailing is an investment. The question is:
ARE YOU MAILING THE RIGHT PEOPLE?

➤ 3 WAYS WE PUT YOUR DATA TO WORK

1. DONOR BUREAU PROSPECTING

PRIORITIZE YOUR ACQUISITION

We score and rank every name on your list before your campaign ever drops.

WHY IT MATTERS:

Sharper targeting means better acquisition results, without mailing more.

2. LAPSED DONOR SCORING

RECONNECT WITH LAPSED DONORS

Our lapsed-donor scoring shows which inactive supporters are most likely to come back.

WHY IT MATTERS:

Winning back former donors costs less than finding new ones. Focus where it pays off.

3. PRECISION SCORING

FIND YOUR BEST CURRENT DONORS

We analyze your donor history and rank every supporter by how likely they are to give again.

WHY IT MATTERS:

Put your budget behind your best bets, boost retention and get more from every drop.



Why It Works

- Custom scoring models built around **your** donor file...not generic industry averages
- Millions of donor records modeled every year
- Trusted by **1,000+** nonprofit and political organizations
- 2026 Award Winners: "The Best Use of Data & Analytics for Fundraising" and "The Best Use of Technology to Support a Direct Mail Program"
- A team that puts transparency and client well-being first, always.



WHY ORGANIZATIONS PARTNER WITH US



Data you can trust, from a team that's in it with you.

For more than 15 years, we've helped nonprofits, advocacy groups, and political campaigns make smarter fundraising decisions – building strategies that improve performance, not reports that sit on a shelf.

12x

Top-scored donors give nearly **12x more** on average than the lowest-scored.



Let's Talk Fundraising

Preparing for your next acquisition campaign, evaluating your house file, or looking for new ways to improve fundraising performance? We'd love to connect.

Jesse Forrester

jforrester@donorbureau.com