



ACQUIRE NEW DONORS WHO LOVE YOUR ORGANIZATION

Your future donors are out there. We'll find people who share your vision and are ready to commit to funding your Ministry.



MDM Fundraising is the industry leader in winning new donors.

Each year, a typical nonprofit loses up to 35% of their active donor file. If they are not replaced with new donors, your funding will eventually dry up. We solve this problem.

Our fundraising experts know how to spread your message of hope to potential new donors to increase your income and help you serve more people.

We've perfected our strategy through 15,000 successful campaigns for nearly 40 years. We know how to secure your future fundraising needs. Let us show you how.

THE PROVEN ACQUISITION STRATEGY THAT KEEPS IMPROVING



KNOW YOUR DONORS

Your journey begins with our intelligent analysis of your current donors to identify giving patterns.



SMARTER TARGETING

Our data analysts then use proven list sourcing and frequency targeting strategies to reach a similar, new audience.



COMPELLING IMPACTS

Creative, personalized campaigns are then designed to tell your story with passion and clarity.



METICULOUS EXECUTION

Finally, your direct mail and digital content are expertly deployed to achieve maximum impact and ROI.

YOUR MINISTRY HAS A UNIQUE STORY

Our creative team will tell it with passion and inspire new donors to support your Mission.

We begin with a narrative that connects your target audience to your Mission and the Gospel. Then, we'll implement a breakthrough piece that's sure to get a second look and turn emotion and story into action.

- We'll research and rank prospect lists by their potential return to help you reach the best first.
- We'll search for hidden patterns that can accurately predict future returns for each campaign.

Speaking of results, your Mission can expect up to 39% increase in new donors based on our track record.



DIRECT MAIL

Our integrated approach to fundraising encourages donors to give on every platform. Direct mail is a proven fundraising strategy we've perfected for nearly 40 years to get the results you need.



DIGITAL MEDIA

Our strategy can include high-impact impressions using social media, display ads, email, and Google Ads—including help acquiring Google Grants.



CUSTOMIZED CREATIVE

The message is about your Mission, told with your stories, your pictures, and your preferred Bible translation, along with copy that sounds like you. New donors should feel your passion for the Gospel. It sets you apart and attracts faithful donors.



PREDICTIVE INTELLIGENCE

We're serious about forecasting results. Before we mail a single piece, you'll know the precise ROI we're expecting based on our list choices and creative proposals.



SMARTER TARGETING

Our data analysts know where to look to find donors who are ready to support your Mission. We'll use smart geo-targeting, expert zip code selection, and donor personas to find new dedicated donors.



CONTINUOUS IMPROVEMENT

We improve results by testing changes at every level of the campaign, including list selection, creative designs, unique messaging, new formats, and production methods. We're passionate about continuously improving your results.

ACQUISITION | CULTIVATION | DIGITAL | MID/MAJOR

Let's
Talk!

CONTACT

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MDM
FUNDRAISING

Your Mission.
Our Calling.
Raise More.

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