



SHARING YOUR STORY WHILE EXPANDING YOUR REACH



Fundraising for Ministries isn't easy. You need to constantly acquire new donors and inspire current ones to keep giving to your Ministry. It's hard work.

But hard work pays off, especially when you've perfected the art and science of cultivation.

At MDM Fundraising, we understand how a strategic combination of contacts, offers, and asks can increase your donors' average gifts, turning their compassion into action.

You can trust your fundraising and marketing future to MDM Fundraising. We've been producing breakthrough results for nearly 40 years. We will do the same for you.

INSPIRE GREATER GIVING AND COMMITMENT TO YOUR MINISTRY

✓
WIN

Find new donors and reactivate lapsed donors to grow your Ministry.

✓
LIFT

Increase the long-term value of each donor relationship.

✓
KEEP

Transform casual donors into true, sustaining Ministry partners.

✓
GROW

Strengthen bonds with key donors to achieve transformational giving.

✓
KNOW

The more you know your donors, the more you'll win others just like them.

INCREASE DONOR ENGAGEMENT, RETENTION, AND SUSTAINED GIVING THROUGH MULTI-CHANNEL TACTICS

Your donors' world is moving faster than ever. The better you coordinate your communication across all channels—and connect within their preferred channel—the better your results will be.

Throughout the year, we'll inspire them to feed a hungry person, provide clothing, and offer hope to those in desperate times.

There's a way to communicate to current donors using stories, pictures, dialogue, and imagination. Together, we'll share your story and expand your reach.



CUSTOMIZED CREATIVE

Your content will be adapted to your stories, your pictures, your preferred Bible translations—along with copy that sounds like you. They'll hear your voice, not ours.



DIRECT MAIL

Direct mail is still the most effective and time-tested means for fundraising appeals. It generates the best results and deserves the highest investment in the budget.



DIGITAL MEDIA

Our savvy digital experts will increase donor values through timely, high-impact messaging via email, Facebook, Instagram, display ads, and Google Ads.



NEWSLETTERS

We use newsletters to tell the story of changed lives and the impact of your ministry. They say "thanks" to your donors and show the difference their support makes.



SMART SEGMENTATION

Our skilled data analysts use predictive intelligence to identify higher-potential donors and target them with specific calls-to-action to inspire greater giving.



MID/MAJOR GIVING

Your strategy can include a specific focus on your highest-potential donors—giving them special attention to draw them into greater funding and commitment levels.



REPORTING & ANALYTICS

Your cultivation plan will be backed by strong data and insightful analysis, showing you the precise performance and ROI for your appeals. Reports are provided at no additional charge.



SPECIAL APPEALS

Matching gift campaigns, prayer cards, make-a-difference cards, donor surveys, and more ... we have countless ideas to tell your story.

ACQUISITION | CULTIVATION | DIGITAL | MID/MAJOR

Let's
Talk!

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MDM
FUNDRAISING

Your Mission.
Our Calling.
Raise More.

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