



Precisely Targeted Fundraising Solutions for Political Organizations

The ability to leverage **vast data and highly predictive analytics** is crucial to political fundraising success. Using Wilander's intelligence-driven marketing solutions, political fundraisers can achieve **increased donor acquisition, maximize donor contributions, and better connect with the voters** most likely to drive campaign success.







The Best Data for the Best Results

Wilander has built the nation's **largest transactional database for fundraisers**, a powerful source of information that fuels our suite of marketing and fundraising solutions. The Wilander Cooperative Database houses **billions of transactions for over 243 million consumers**—including hundreds of millions of donor transactions from nonprofit and political fundraisers—with data contributed by over 3,700 participating nonprofit and political organizations, retailers, publishers, and brands in additional industries.

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Utilizing our **vast transactional data and innovative modeling techniques**, Wilander has worked with numerous political fundraisers to increase the success of their campaigns, including hundreds of the nation's largest political organizations, dozens of current governors, senators, and members of the U.S. House of Representatives, numerous political challengers, PACs, advocacy groups, and over ten U.S. presidential candidates.

Partnering with Wilander means **political fundraisers are enabled as never before to:**

-  Affordably **acquire new donors** by identifying politically engaged prospects that closely resemble current contributors
-  **Maximize contributions** from existing donors by identifying donors with the highest capacity and inclination for major giving
-  **Reactivate former donors**, including those who have not donated for a long period of time, by leveraging recent activity with other organizations
-  Convert inquirers and other "warm leads" into **high-value donors** using models that identify those most likely to contribute based on recent activity in the Wilander Cooperative Database
-  **Connect with and persuade voters** whose strong viewpoints on specific issues are consistent with those of your campaign
-  **Inform targeted groups of constituents** regarding legislative matters on which they are closely aligned with the officeholder

Complex Challenges Demand Sophisticated Solutions



In the competitive political landscape, our **vast data and powerful analytics** help political fundraisers realize higher response rates, increased revenue, and greater marketing efficiency in their campaigns.

Challenges

Solutions

<p>“We’ve exhausted list rentals and exchanges, and we are still struggling to find sources for new names.”</p>	<p>New Donor Acquisition Thousands of political organizations look to Wiland to affordably grow their donor files, with many reporting Wiland as their top acquisition source for finding highly responsive prospects most likely to respond to appeals.</p>
<p>“Our efforts to reactivate lapsed donors haven’t yielded adequate results. There’s got to be a way to leverage these names.”</p>	<p>Lapsed Donor Reactivation Wiland uses recent, relevant transactions found within the Wiland Cooperative Database to power modeling solutions and successfully identify lapsed donors likely to re-engage.</p>
<p>“Results from our housefile campaigns have been sliding for some time, and nothing we’ve tried has helped to reverse this trend.”</p>	<p>Donor Optimization Wiland donor optimization models successfully drive increased net contributions and cultivate incremental gifts from both current and past donors.</p>
<p>“We’re wasting too much of our marketing budget on unresponsive prospects in our acquisition efforts, but we aren’t sure who we could, and should, safely cut from our mailings.”</p>	<p>Marketing Budget Optimization™ Our predictive, multi-model methodology can illuminate the top-performing and weakest names within your net file, giving you the confidence to cut underperforming names with options to replace them with higher-value prospects, have savings go to your bottom line, or redeploy savings to fund additional marketing efforts.</p>
<p>“Appealing for the right contribution amounts from the right donors is key to response in our campaigns, but how do we determine how much we can ask for?”</p>	<p>Optimal Ask Combining our data on past donor giving behavior as well as our predictive analytics, Wiland can pinpoint the optimal series of dollar requests for each of your donors, leading to increased net money raised in your campaigns.</p>
<p>“We have a small group of major donors, but I know there are others within our donor file that we just haven’t been able to identify.”</p>	<p>Major Donor Probability Scoring Wiland accurately identifies those who have the inclination and capacity to become your largest donors by modeling donation and purchase transactions across our database.</p>
<p>“We want to broadcast our message online in a way that’s just as targeted as our marketing in other channels.”</p>	<p>Digital Solutions Wiland Custom Digital Audiences and Managed Display Campaigns enable you to reach your ideal prospects and donors with the right message at the right time whenever and wherever they go online.</p>

Contact Marcus Shibley, VP of New Business Development, at **209.298.0382** to learn more about how your organization can harness the power of the country’s most comprehensive transactional database to drive optimal results for your campaigns.

