



Fundraising Solutions for Catholic Organizations

Wiland has built the country's largest transactional database for fundraisers. With transactional data on 235 million Americans—**including millions who have recently donated to Catholic organizations**—Wiland helps Catholic fundraisers to affordably acquire new donors and maximize donations from past and existing contributors.

Among Wiland's over 3,800 database participants are hundreds of Catholic fundraisers and Catholic merchandise retailers, as well as numerous organizations with a Christ-centered, pro-family mission. These organizations have achieved excellent results with the Wiland database on both the acquisition and donor optimization fronts.

Using our vast transactional data and innovative modeling techniques, Wiland helps Catholic organizations to:

- Affordably acquire new donors by identifying prospects whose characteristics most closely resemble those of your responders or donors.
- Reactivate former donors, including those who have not given to your cause for a long time, by leveraging recent, relevant transactions with other organizations.
- Maximize contributions from your existing donors by identifying contributors with the highest capacity and inclination for major giving.
- Convert inquirers, petition signers, and other "warm leads" into donors using models that identify those most likely to contribute based on recent activity in the Wiland database.
- Upgrade your donors and maximize their giving by determining the optimal "ask string" for every donor on your file.

Contact us at info@wiland.com or [303.485.8686](tel:303.485.8686) to learn how you can harness the power of the Wiland database to drive results.

wiland
DELIVERING THE FUTURE®

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“ Since working with Wiland, we have seen significant increases in the number of new donors, and even more so we are finding that these are not just one-time gifts.



**CATHOLIC
EXTENSION**

Wiland is helping us to engage with supporters interested in an ongoing relationship with our cause. ”

—Eric Constant
Catholic Extension