



CAPABILITIES SHEET

NON-PROFIT MARKETING

NON-PROFIT **MARKETING**

SMARTER DONOR AUDIENCE STRATEGY

The strongest non-profit audiences aren't built from age, income, or generic charitable giving indicators alone. Source Path Digital combines **first-party donor intelligence, giving behavior, consumer personas, motivations, values, and market level signals** to identify the people most likely to support your mission.

Turn that intelligence into audiences more likely to:

- Become new donors
- Demonstrate stronger recurring or high value giving potential
- Respond to specific appeals and fundraising initiatives
- Represent meaningful donor growth opportunities

Understand who actually gives: Analyze first-party donor and contribution data to identify the personas, traits, behaviors, motivations, and lifestyle patterns associated with proven donors.

Find overlooked donor prospects: Compare existing donors with the broader market to identify high potential audiences that traditional demographic or donor-intent targeting may be missing.

Distinguish different kinds of donors: Understand how high value, recurring, annual, special appeal, and other donor groups differ from one another.

Strengthen fundraising messages: Use behavioral, attitudinal, and psychographic patterns to better understand the motivations, concerns, values, and interests most relevant to different audiences.

Improve audience strategy over time: Compare current and historical targeting with actual donor characteristics to identify where existing assumptions may be helping, or limiting, fundraising performance.

The result is a more human focused and evidence based approach to **donor identification, fundraising strategy, activation, and growth.**



NON-PROFIT AUDIENCE BUILDING FEATURES

DONOR PERSONA INTELLIGENCE

Identify the behavioral, attitudinal, psychographic, lifestyle, and household characteristics that distinguish an organization's strongest existing donors.

GIVING BEHAVIOR & DONOR VALUE

Understand meaningful differences among high value, recurring, annual, special appeal, and other contribution-based donor groups.

GROWTH & PROSPECT AUDIENCES

Identify high potential donor personas in the broader market, including audiences that may be overlooked by traditional demographic or charitable giving criteria.

MISSION & MESSAGE ALIGNMENT

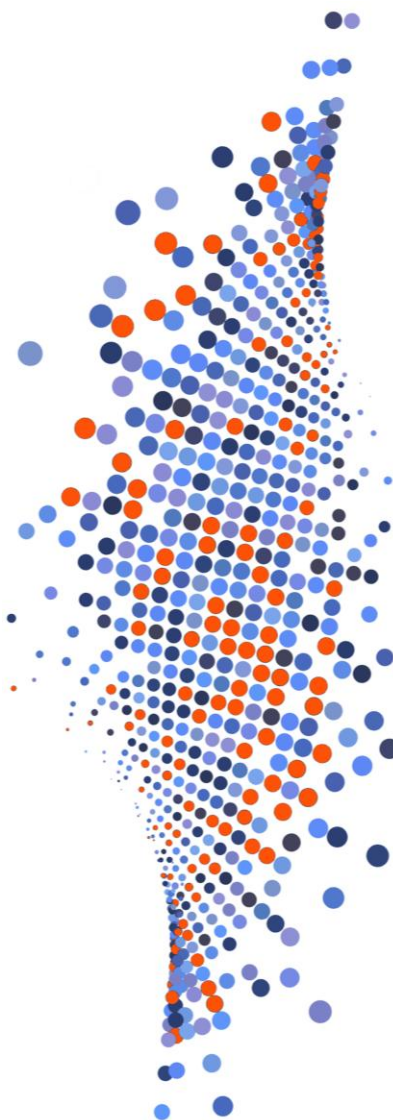
Understand the motivations, values, concerns, interests, and lifestyle characteristics that may make different audiences more receptive to a non-profit's mission and fundraising appeals.

TARGETING & AUDIENCE BENCHMARKING

Compare legacy targeting strategies with actual donor and market intelligence to identify where existing criteria align with proven donors, and where they may be excluding opportunity.

GEOGRAPHIC & MARKET INTELLIGENCE

Identify where high potential donor audiences are concentrated and how donor opportunity varies across markets, communities, ZIP codes, and other relevant geographies.



NON-PROFIT CAMPAIGN STRATEGIES

Different fundraising objectives require different audiences, signals, and activation strategies. Source Path Digital helps non-profit organizations apply the right combination of **donor data, consumer intelligence, behavioral signals, and media activation** throughout the donor lifecycle.



DONOR ACQUISITION

Reach people who are not currently donors but demonstrate stronger potential to support the organization and its mission.

Work with Source Path Digital to:

- Identify prospects who resemble proven high value and responsive donor personas
- Compare first-party donors with the broader donor market
- Find growth audiences overlooked by traditional targeting
- Prioritize prospects using behavioral, attitudinal, psychographic, and household intelligence
- Align audience selection with specific appeals, missions, and fundraising objectives
- Activate high potential audiences across addressable digital, email, direct mail, streaming, social, and other channels



DONOR RETENTION

Use first-party donor intelligence to strengthen existing relationships and increase donor value over time.

Work with Source Path Digital to:

- Enhance donor records with demographic, household, lifestyle, behavioral, and persona intelligence
- Segment donors by giving history, donor value, contribution type, and audience characteristics
- Distinguish recurring, high value, annual, special appeal, and other donor groups
- Identify motivations and values that may differ among donor segments
- Inform more relevant fundraising messages and appeals
- Prioritize audiences for continued donor development and communication



DONOR REENGAGEMENT

Reconnect with previous donors whose giving or engagement has declined.

Work with Source Path Digital to:

- Identify lapsed and inactive donor segments
- Refresh and enhance aging first-party donor data
- Analyze historical giving patterns alongside current consumer intelligence
- Identify donor personas that remain strongly aligned with the organization's mission
- Develop win-back audiences based on donor history, persona fit, and current opportunity
- Reintroduce relevant appeals across channels using refreshed audience intelligence



ONE DONOR LIFECYCLE. DIFFERENT DATA STRATEGIES.

ACQUIRE new donors

→ Donor Personas • Market Opportunity • Growth Audiences • Behavioral & Psychographic Signals

RETAIN existing donors

→ First-Party Data • Giving History • Donor Value • Motivations • Message Alignment

REENGAGE dormant donors

→ Historical Data • Data Enhancement • Persona Fit • Past Giving • Win-Back Audiences

Source Path Digital helps non-profits continually identify **who should be reached, why they may be relevant now, and how audience strategy should change based on their relationship with the organization.**

WHAT BETTER DONOR INTELLIGENCE CAN REVEAL

A regional charity came to Source Path Digital after donation appeal performance had gone flat despite agency changes and years of targeting based largely on age, income, charitable giving indicators, and other traditional criteria.

Source Path Digital analyzed:

FIRST-PARTY DONOR DATA

+

THE BROADER DONOR MARKET

+

THE ORGANIZATION'S LEGACY TARGETING

The analysis revealed significant differences that conventional targeting had not exposed.

UP TO 16x MORE LIKELY

Some consumer personas were **up to 16 times more likely** to belong to the non-profit's highest value donor class.

5-15x MORE LIKELY

Other personas were **5 to 15 times more likely** to belong to recurring donor and special appeal donor segments.

NEW DONOR OPPORTUNITY

The analysis uncovered strong potential donor personas that had been **previously overlooked by the organization's targeting strategy**. Those audiences were not selected simply because they met broad age, income, or donor criteria. Their deeper consumer characteristics aligned with the charity's **mission, message, and actual giving behavior**.



FROM DONOR RECORDS TO DONOR STRATEGY

Source Path Digital can help non-profits move beyond treating every donor record as a name and contribution amount.

UNDERSTAND THE PEOPLE

Overlay donor groups with behavioral, attitudinal, psychographic, household, and lifestyle intelligence.

IDENTIFY THE PATTERNS

See which personas occur disproportionately among high value, recurring, annual, special appeal, and other donor groups.

FIND THE OPPORTUNITY

Compare those patterns with the broader market to identify audiences with stronger potential to support the organization.

BUILD THE AUDIENCES

Create distinct campaign segments for:

- Highest value donor opportunities
- Near term growth audiences
- Future donor base development
- Ongoing donor maintenance

IMPROVE THE MESSAGE

Use audience intelligence to better understand the values, motivations, concerns, and lifestyle traits most relevant to each donor segment. The goal is not simply to find **more people who look like donors**. It is to understand **which people are most likely to care about this mission and why**.



WHAT MAKES SOURCE PATH DIGITAL DIFFERENT?

Source Path Digital combines **first-party donor intelligence, actual giving behavior, consumer personas, market opportunity, and human behavior** to understand more than who simply looks like a likely donor.

We help non-profit marketers identify:

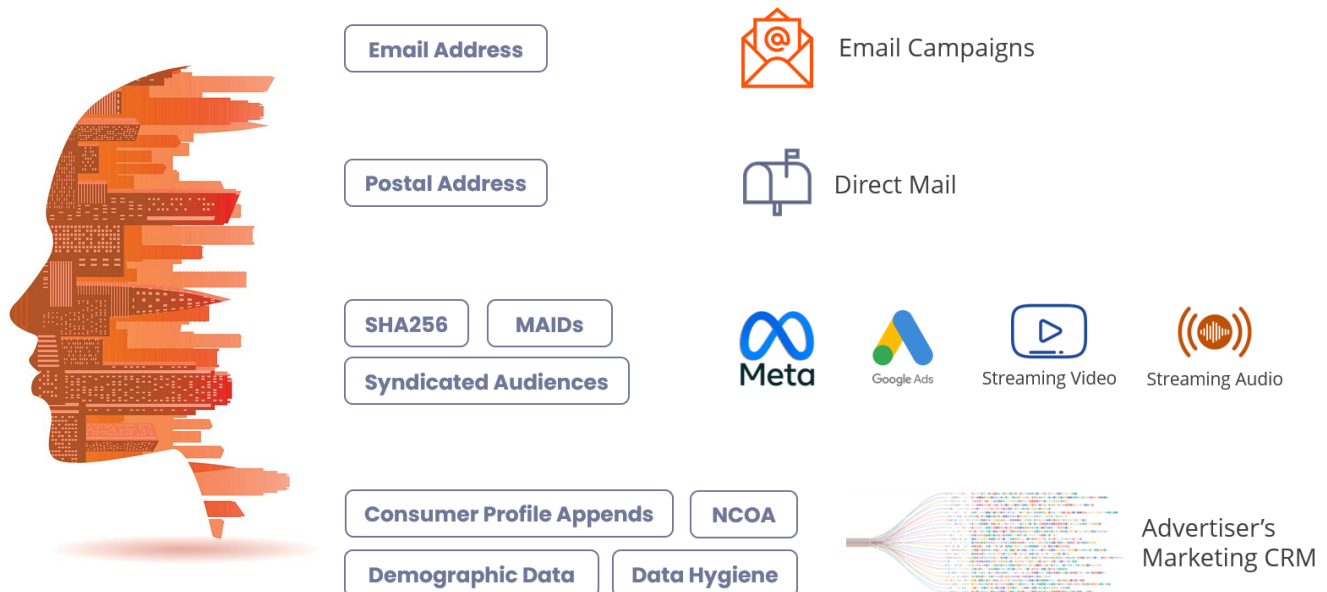
- **Who** represents the strongest donor opportunity
- **Why** different audiences may respond to the mission
- **Which** donor groups and messages deserve priority
- **Where** existing targeting may be missing opportunity



The result is donor targeting built around **who is more likely to care, respond, and give, rather than broad demographic assumptions.**

CUSTOMER ACTIVATION

How Audience Data Powers Campaigns



LET'S EXPLORE WHAT'S POSSIBLE

Every non-profit has untapped opportunities hidden within its donors, its market, and its data.

The challenge is often not finding more people who meet a generic donor profile. It is understanding **which people are most likely to connect with the organization's specific mission, which existing donors represent the greatest development opportunity, and which audiences have been overlooked entirely.**

Source Path Digital helps charities connect first-party donor data with consumer intelligence to uncover those opportunities and turn them into actionable fundraising audiences.

Whether the objective is acquiring new donors, developing recurring and high value relationships, improving appeal strategy, or reconnecting with past supporters, we help identify **who represents the opportunity and how to reach them.**

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

Email: sales@sourcepathdigital.com

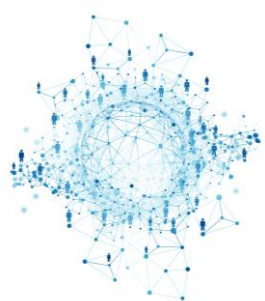
Phone: (866) 666-PATH (7284)

Web: SourcePathDigital.com

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.