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Your Partner for Fundraising Growth

A single gift is nice, but a donor proves their value with the next gift, and the next. Donors are most valuable to you when they stand by you... when their support for you builds over time... when they increase the size of their gifts and bring along their friends to donate as well.

At Amergent, we specialize in making this happen for you through strategic communication. Since 1980, we have been helping clients turn their donors into friends for life and showing them how to turn their data on those friendships into a return on investment. You cherish your donors, but you also need to work at the relationship. We can shoulder some of that work for you.

How we work with you

When you become a client of Amergent, you have a strategic partner in the fundraising business. We place a high value on client-agency collaboration, and we customize our own resources to meet the specific needs of each individual client. To serve you most effectively, we organize our Account Teams so they will include all marketing and service disciplines in one cohesive and focused unit. These teams are the key focal point of our ongoing interaction with our clients, and each member of the Team is accountable for your success.

You will always be the senior partner in our relationship. We are here to serve you, and our focus on your satisfaction will permeate every area and level of our relationship with you. Rest assured, we will advise and counsel you with utmost enthusiasm and conviction, but our recommendations and ideas will be offered in a true spirit of teamwork and collaboration – always to support your long-term fundraising goals.

The most effective relationship is one where both parties are open to learning, and combining the best practices of each in new, unique ways – to improve the areas of concern, and to seize upon the opportunity for growth within your program. To do this successfully, we must both appreciate and learn from one another in a forward-reaching team dynamic.

As an invested leader in the nonprofit fundraising industry, Amergent is an active member of all the important professional associations:



Association of Direct Response Fundraising Counsel (ADRFCO)



Feeding America



Association of Fundraising Professionals (AFP)



National Association of Comprehensive Cancer Centers/Public Affairs Network (NACCDO/PAN)



Direct Marketing Association (DMA)



National Catholic Development Conference (NCDC)



Direct Marketing Association Nonprofit Federation (DMANF)



New England Direct Marketing Association (NEDMA)



Direct Marketing Association Washington (DMAW)



Nonprofit Technology Network



Direct Marketing Fundraisers Association (DMFA)



The Salvation Army National Advisory Organizations Conference (NAOC)

What it's like to partner with us

Amergent Talent

When you are an Amergent client, you have an account team that includes experts from all functional areas. We have found this to be the best structure for developing and executing client strategies – it allows key players to enhance front-end strategic development, and promote the best use of resources throughout the company. Everyone is smarter and more productive when they are focused on you rather than us.

You may find it interesting to know that at Amergent, there are no “employees.” We call ourselves “Amergent talent.”

Amergent talent comprises over 60 full-time professional staff, including professionals in Account Management, Creative Services, Production Management, Analytics, Database Management, Sales & Marketing and Administration. Everyone is focused on nonprofit fundraising, either directly or in a support capacity.

Excellent customer service is the hallmark of Amergent. Amergent talent approaches all of our client engagements as partnerships, where we work together with you to provide the necessary strategy, creative, production, technology and data management services to meet your specific needs.

For more information about Amergent's services, please call 1-800-370-7500 and ask for [Jack Doyle](#).