

INTEGRATED FUNDRAISING

MAIL – PHONE – WEB – EMAIL – SOCIAL MEDIA

Optimize direct response fundraising programs. Implement multi-channel strategies and messaging. Maximize fundraising results. *Renew and retain more donors using all the channels your donors prefer.*

Amergent will develop and implement strategies for integrated communications across all channels.

- Understand various segments of your current email list, based on source and previous online and offline activities (who you are reaching)
- Target and develop specific goals and messaging for all segments
- Learn exactly how much more your donors with email addresses are worth to you
- Test every aspect of your email communications to improve results
- Develop and implement timely, targeted fundraising appeals, as well as cultivation and engagement messages in all channels
- Measure and understand critical online metrics
- Connect with your donors via online social networking
- Learn how mobile fundraising really works
- Provide ongoing strategic direction and consultation

Amergent is a marketing agency with over 30 years of continuous experience helping nonprofit clients improve response, increase gift size and strengthen relationships with their donors. Amergent uses direct response mail and online efforts to help clients focus and cultivate relationships with donors.

Our talented thought leaders have a depth of expertise that provides the opportunity to offer clients an integrated approach to fundraising. Amergent's online fundraising experts have been consulting with nonprofits across the country for over ten years and are highly skilled in the full range of integrated fundraising services.

For more information on how Amergent can help you raise more money online and in the mail through an integrated approach, please contact [Rick Christ](#) at 540-335-5677.