



A UNIQUELY POWERFUL AUDIENCE

A High-Powered Approach To Reaching and Winning Their Support

The Digital Co-Op, the fixed-cost source that transformed low-dollar acquisition, is more powerful than ever and poised to help nonprofits do something no acquisition source has done before: identify and bring proven mid-level donors onto your file. Leveraging the architecture that powers the most advanced machine learning tools in the field, The Mid-Level Co-Op adds new, highly qualified prospects to your file who will both immediately add value and have the greatest potential to become high-value mainstays of your direct response program.

Using first-party, machine-observed data, The Mid-Level Co-Op will help you acquire new supporters, launch long term relationships, and grow revenue. **Be the first to join something big.**

Here's how The Mid-Level Co-Op is already impacting results for nonprofits:

By using our mid-level model, **six organizations have seen their cost per mid-level donor decrease by 50%.**

One nonprofit using the mid-level model **saw their investment break even in under six months and drive a 75% higher average gift** than their existing email file.

Another nonprofit in The Mid-Level Co-Op has converted **eight new mid-level donors** and nearly reached **50% breakeven** in just one month.

A one-of-a kind source of mid-level acquisition.

The beating heart of any successful nonprofit direct response program is upgrades, the work of bringing new people into the fold, earning and honoring their support, and extending increasingly valuable ways of driving impact. The Digital Co-Op's sister product, The Mid-Level Co-Op, is the answer to this critical imperative, and it's ready to help your nonprofit grow now:

+ The only acquisition source to identify new mid-level prospects for your digital file

By bringing organizations together to grow together and complementing them with state-of-the-art technology, we've delivered a one-of-a-kind solution.



+ Modeled prospects that immediately increase your file value

Grow your audience with high-value donors who will both immediately add value to your digital file and have the highest potential to give mid-level gifts.

+ Efficient and dependable payback on your investment with no hassle

As with The Digital Co-Op, The Mid-level Co-Op is able to rapidly process billions of rows of data to identify supporters poised to invest in your mission for the long haul. The operative word is “your.” The model synthesizes incredible quantities of information to find people who want to be part of your mission.

+ Complementary reporting and creative support

Along with delivering mid-level leads, we’ll be partners in figuring out how to turn them from “prospects” into “donors.” Mid-level conversions take time, support you have to earn. We’ll help you do it.

