

THE DIGITAL CO-OP: ADVANTAGEAI



ACTIVE, ENGAGED DONORS MODELED FOR YOUR MISSION. IMMEDIATE REVENUE AND LONG-TERM GROWTH.

Simply put: The Digital Co-Op is the answer to your nonprofit organization's biggest list growth challenges. An award-winning suite of digital acquisition tools and data modeling solutions, The Digital Co-Op is a collaborative, data-driven tool made up of over 400 organizations sharing mission-aligned data points to grow smarter together.

If you're looking to grow your fundraising program, fuel your donor pipeline, and drive long-term program health, acquiring new and engaged supporters is *essential*. **With The Digital Co-Op's AdvantageAI product, you can acquire and connect with high-quality email prospects modeled for their interest in your unique mission and work.**

AdvantageAI is just like the offline co-ops you're familiar with, brought into the digital world. Powered by vast amounts of data and state-of-the-art predictive modeling, AdvantageAI was built to meet the KPIs that seasoned nonprofit fundraising leaders are looking for: reliable return on your investment, email leads that are active to protect deliverability, and proven long-term value and retention.

Here's how AdvantageAI is transforming fundraising programs:

- One nonprofit member that has been continuously investing in AdvantageAI for more than three years saw **73% of their revenue come from Co-Op acquired leads at Giving Tuesday and 53% at end of year 2024.**
- For 20 nonprofit members of The Digital Co-Op, AdvantageAI investments from August to November, leading up to end of year 2024, helped them achieve **conversion rates 85% higher than industry average.**



- Leveraging AdvantageAI in moments of rapid response in 2025, one nonprofit member has seen **a 130% return on investments in just five months.**
- A steady cadence of monthly list growth investments, along with increased investments during rapid response and at end of year, helped one nonprofit member achieve a **531% return on their December investment, with a full return in one week.**

AdvantageAI was built to address the ongoing challenges nonprofits face in the digital acquisition space. To better support our partners' needs in the ever-evolving fundraising landscape, our team never stops innovating. **Here's what makes AdvantageAI stand out against competitors:**

- **Faster returns and stronger performance than other paid media sources.**
Aggregate data from top nonprofit members show that AdvantageAI is driving faster payback and higher ROI than Meta and YouTube – while also offering 80% lower cost per acquisition and a 56% higher average gift than Meta.
- **Strong engagement rates that preserve list health and deliverability.**
Every lead delivered to you is rigorously screened for recent activity, meaning you're only getting new supporters who have recently engaged with emails similar to those your organization sends. This unique approach helps you connect with people who want to hear from organizations like yours – protecting deliverability and overall list health.
- **High-quality acquisition for long-term growth and retention.**
Built from the direct mail co-op model familiar to nonprofit fundraisers, The Digital Co-Op has grown to a collaborative of more than 330 members and 150 million unique email addresses – and is constantly growing. With the added power of state-of-the-art predictive modeling, AdvantageAI is uniquely able to offer consistent, high-quality inventory and the sharpest targeting to help you find and connect with new donors ready to commit to your cause for the long term.

Get Started Today!

- 1. Set Up:** Once your Co-Op agreement has been signed, work with our team to quickly and easily connect your systems with ours and suppress audiences you don't wish to share.
- 2. Delivery:** Our team will use state-of-the-art machine learning to model new prospects – screened for recency to protect your deliverability – that will be delivered to you.
- 3. Conversion:** Contact your new leads!
Email your new AdvantageAI list and watch the donor conversions come through.



Ready to learn more about how to grow your email audience with reliable new leads? We have limited space for new members each month – so reach out to thedigitalcoop@missionwired.com or your Digital Co-Op contact today to learn about our discounted pricing for your initial investment and get started.