

# THE DIGITAL CO-OP: ADVOCACY

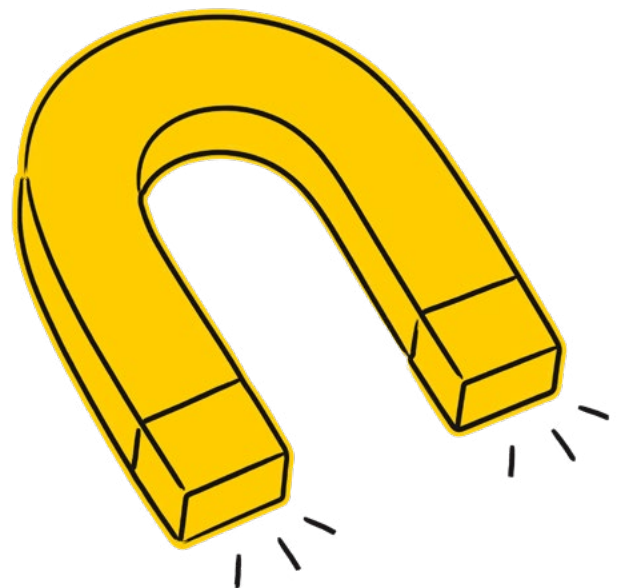


## ACTIVE, ENGAGED SUPPORTERS MODELED FOR YOUR MISSION. READY TO TAKE ACTION TODAY AND JOIN YOUR SUPPORTERS FOR THE LONG-TERM.

Simply put: The Digital Co-Op is the answer to your nonprofit organization's biggest list growth challenges. An award-winning suite of acquisition products 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.

**Advocacy by The Digital Co-Op** transforms how progressive organizations and causes like yours can recruit and activate your digital bases. With cutting-edge predictive models built in-house directly for the mission-driven sector, Advocacy modeling identifies the supporters most likely to make calls, send texts, and write letters with unmatched precision – helping you drive high bar actions when you need them most.

The most impactful advocacy programs can mobilize on a dime – connecting with audiences and driving response that builds their program for the long run. Advocacy is built with this imperative in mind, offering unique solutions to power your grassroots program forward in the channels proven to drive impact:



## Email: Building Your Long-Term Digital Foundation

Our email advocacy acquisition product leverages predictive audience modeling focused on finding the supporters who match the behaviors of your highest-value action takers and donors. The impact: new-to-list advocates ready to raise their hands for your mission today and for the long haul, growing your email audience and compounding higher value for your organization over time.

Plus, 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.

## SMS: Rapid-Response Mobilization When It Matters Most

When an urgent legislative vote is called, a court ruling drops, or a campaign milestone hits, supporters for your cause will want to know how they can take action instantly. Our SMS solutions were built for moments like these, powering transformative rapid-response mobilization when you need it most. Our SMS advocacy acquisition product leverages the same cutting-edge predictive audience modeling to identify new audiences or target those among your existing audience base most likely to take action over text.

## 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 mobilize your best audience for your advocacy program? We have limited space for new members each month – so reach out to [thedigitalcoop@missionwired.com](mailto:thedigitalcoop@missionwired.com) or your Digital Co-Op contact today to learn about our discounted pricing for your initial investment and get started.

