

THE DIGITAL CO-OP: REACTIVATION

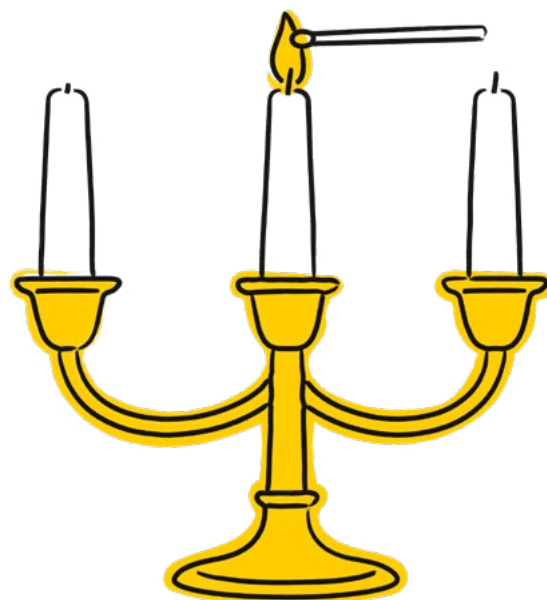


IDENTIFY THE VERY BEST INACTIVE SUPPORTERS FOR IMMEDIATE OUTREACH

Like shopping in your own closet, reactivation brings back donors who've already shown an interest in your work and a commitment to your mission. For nonprofits looking to scale up in major tentpole moments and email their largest audience possible while protecting deliverability, The Digital Co-Op offers a uniquely powerful solution.

With Reactivation by The Digital Co-Op, you can find the best lapsed supporters within your own list to reengage – modeled for precise behaviors that indicate a high chance of returning to your mission while protecting your deliverability.

The Digital Co-Op's state-of-the-art modeling uses behavioral data, donation history, and massive amounts of digital exhaust data to give you something far more effective than a scored file. Our Reactivation not only verifies inactive email addresses but also rigorously screens them for recent engagement, finding you the highest-quality names to reach out to now.



Here's how Reactivate has driven success for members of The Digital Co-Op:

- One nonprofit member saw their end-of-year investments power a **full payback in 14 days and drive 317% return in just one month**, reactivating 15,000 lapsed supporters.
- Another organization invested \$18k in Reactivation over two years to raise \$1.6M from reactivated donors across all digital channels – **driving a 1,661% overall return and adding \$224 in value per donor**.



- Over 12 months, another organization invested in Reactivation to bring **over 40,000 inactive subscribers back to their core list and return over 425%.**

About The Digital Co-Op

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 330 organizations sharing mission-aligned data points to grow smarter together.

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 a Reactivation email list – screened for recency to protect your deliverability – that will be delivered to you.
- 3. Conversion:** Contact your new leads! Email your new Reactivation list and watch the donor conversions come through.

Ready to learn more about how to grow your email audience with reliable new leads and target the best audiences for your mission? Reach out to thedigitalcoop@missionwired.com or your Digital Co-Op contact today to get started.

