

# CHARITABLE DONOR AUDIENCES



## Target donors, based on intent signals, for omnichannel campaigns and improve your fundraising efforts

High quality audience data is fundamental for charities in their fundraising efforts. Not only do accurate and scaled audiences enhance engagement with donors, they help to build sustainable relationships that contribute to the long-term success of the organization.

Based on intent signals, our Charitable Donor audiences are omnichannel, making them ideal for campaigns across direct mail, email, and various digital channels such as display, mobile, CTV, digital audio, and gaming.

## CHOOSE FROM OUR DEDICATED DONOR AUDIENCES

Target by:

### Cause

- Animal Welfare
- Arts & Culture
- Children's Causes
- Environmental Issues
- HBCUs
- International Aid
- Political Causes
- Wildlife Causes

## OR TRY A CUSTOM AUDIENCE

Built based on your specific requirements and available for use within 72 hours, our custom audiences also offer the possibility to target the most receptive individuals, ensuring that your fundraising campaigns are not only efficient but also highly effective.

1. CHOOSE YOUR SIGNALS
2. BUILD YOUR SEGMENT
3. TARGET YOUR AUDIENCE

## READY TO GET STARTED?

Our Charitable Donor audiences can be delivered to your favorite digital platform! Talk to us today about your specific data needs.

For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,  
mark.traverso@lighthousecompany.com

**LIGHTHOUSE LIST**  
COMPANY

*powered by Ameribase Digital*