

# Nonprofits Your Message Everywhere



The nonprofit world was not immune to the changes that have taken place in industries around the world. And while there are still opportunities to continue to do the good work that you have always done, the way you need to engage your donors has changed.

In today's marketing environment, it takes anywhere from 7-22 touches for a potential donor to respond to your message or cause.

Add to that the complication that many in-person events that have traditionally been relied on for fundraising are no longer an option, there is no longer a choice between marketing digitally or in printed form; today, it's a balance.

DirectConnect from Allegra bridges that gap by combining everything that has always worked about traditional direct mail marketing with a comprehensive digital solution utilizing Google, Facebook, Instagram and more.

## Allegra DirectConnect Sample Packages

up to  
**500**  
records per month  
1x Setup \$499\*  
Monthly  
**\$899**

up to  
**1000**  
records per month  
1x Setup \$499\*  
Monthly  
**\$1199**

up to  
**1500**  
records per month  
1x Setup \$499\*  
Monthly  
**\$1599**

### DirectConnect

- Targeting list research and purchase.
- Mailing & Postage
- Delivery Date
- Tracking & Analytics
- Tracking Phone Number
- Analytics & Recording
- Google Retargeting and Followup Ads
- Facebook & Instagram Profile Matching and Following
- USPS Informed Delivery
- Web Visitor Lead Match

### Available Extras\*\*

- Donor Profiling and Cloning
- Automated Email Campaigns
- Social Media Posting and More...

# MAIL TRACKING

Know **WHEN** your pieces are scheduled to arrive, and **WHEN** they actually do arrive! Great for planning, staffing and tracking!

# INFORMED DELIVERY

This new integration from the USPS allows recipients to actually **SEE** what is coming in their mailbox each day, right from their phones. Your message will be at the top, in full color with a clickable link.

# GOOGLE FOLLOW-UP

Once your prospect visits your website, they get a **COOKIE** from the Google Display Network, which continually shows them your **MARKETING MESSAGE** while they browse their favorite sites.

# LEAD MATCH

We track each of your website visitors, thereby identifying more prospects from your website visitors by matching them to their physical street address at the household level.

# CALL TRACKING

All incoming calls are monitored and recorded so that you can ensure that all team members are on the same page. Great for training!

# SOCIAL MATCH

All of your prospects are profiled to match them to their **SOCIAL PROFILES**; matches are automatically shown your social posts in their feeds whether they've been to your website or not.

# SOCIAL FOLLOW-UP

Once your prospect visits your website, they get a **PIXEL CODE** from Facebook that will show them your targeted social media posts, right in their feeds, on both Facebook and Instagram.

Google  
Partner



(847) 963-0000  
[www.allegraconnect.com](http://www.allegraconnect.com)



Direct **CONNECT**<sup>™</sup>