



## NEWS RELEASE

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### **Introducing Further: A Digital Agency Designed for Non-Profits**

Today, with the launch of Further, non-profits have a new type of agency to choose from when evaluating their digital fundraising, advocacy, and lead-gen needs.

We're excited to offer non-profits a performance-based marketing agency that specializes in delivering customized strategy, creative, analytics, and media buying.

Further aims to bring big vision and stronger strategic planning to digital marketing teams while also simplifying the day-to-day challenges of managing complex digital programs.

What makes us different from the agencies you're already familiar with?

**Non-profit focused:** we understand all aspects of fundraising, advocacy and non-profit management and use this to create strategies that put your needs at the forefront of all decisions. We set aggressive goals to help scale-up your programs cost-effectively. With decades of experience in non-profit management and the agency world, we are ready to partner and go Further.

**A History of Direct Response:** our sister-company, KAP, built its reputation by understanding non-profits, focusing on leveraging data and analytics, and being dedicated to responsive service



and industry thought-leadership. This experience and these values form the basis of Further's approach as well.

As an unbiased and independent digital agency, Further will build on our media buying, audience targeting, and analytics heritage to help client prospect for new donors, convert existing donor to high-value sustainers, and drive greater overall revenue from constituent interactions.

Our team is a blend of experienced direct marketing fundraisers and individuals with deep commercial-sector expertise in most digital marketing platforms. This combination ensures that we deliver the optimal mix of industry best practice, while remaining fresh and innovative in fundraising/advocacy strategy and implementation of technology.

**Audience Expertise:** Decades of experience with direct response fundraising now influence Further's deep understanding of the media landscape and set us apart from more traditional agencies. Coupled with our intense commitment to measurable results and direct response methodologies, our expertise ensures that client reach the right audiences, at the right time, on the right platforms.

As an analytics-first agency, Further is truly ***Driven by Data, Powered by People™***.

How can we help take your program Further?

- **New donor acquisition:** acquiring new donors—at scale—is one of the core challenges Further has been built to solve. We'll help you understand the audience profiles, segments, and 3<sup>rd</sup> party data sources that deliver the best results and pair them with the messaging, creative, and contact cadences that are most effective.
- **Lead generation:** building your file can be through direct donor acquisition or lead generation and we know when to deploy each. Whether it be advocacy leads or other engagement types, we'll deliver a profitable mix of both quality *and* quantity.
- **Paid advertising:** no matter what your goals, we know how to make paid ads perform. Display prospecting, retargeting, paid social, Google Grant management, paid search, and more. Check out our [case studies](#) to see how we've delivered substantial growth through all types of paid media.



- **Strategic planning & analytics:** a primary reason Further was formed was due to the demand from non-profits frustrated by stale ideas that weren't allowing them to grow, or offerings of high-priced media spends that didn't deliver performance, or independent analytics firms that mapped out a plan but had no accountability for whether it was executable or not. Further is here to bridge the divide. We are accountable for our work, highly innovative, and look for fairly-priced solutions to real business problems.

We're open for business and would love to [hear from you](#).

Visit our website at [www.further-digital.com](http://www.further-digital.com) to find out what we're all about, review case studies, or learn how we can help take your digital programs Further...