



TrueSense Marketing is a privately owned marketing agency — rare in today’s fundraising environment. We have grown both our tech and talent by investing in them ourselves, not by acquisition, private equity, or as a holding of a large multinational media conglomerate. Because we have chosen to grow in this manner, we can pursue innovation, technologies, and subject matter expertise without obligation to outside interests or competing internal P&Ls.

This means we never have to place your interests behind the needs of our business model.

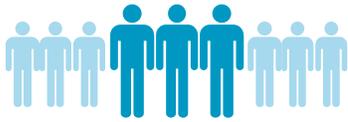
It also means we can drive innovation and data-driven fundraising solutions across all channels and execute tactics in every phase of your program without ever leaving the TrueSense-controlled circle of data management, strategy, analysis, creation, production, and account service.

We call this *Full-Circle Fundraising*. It’s a silo-free business model that holistically delivers the unique services appropriate to your specific needs. We built this model for one reason only: Our clients — and their missions — do not exist in silos, so neither should we.

Accelerate your fundraising with a single, holistic toolbox of in-house solutions...

- Annual Plan Development & Execution
- Donor Acquisition & Retention
- Strategic Consulting
- 1-, 3- and 5-Year Growth Planning
- Donor Health Index Reporting & Analytics
- Ongoing Performance Tracking & Campaign Reporting
- Media Planning & Buying: Digital & Postal
- Channel Integration: Direct Mail, Email, Telephone, Broadcast, Social & Search
- Creative Development: Design & Copy
- Print Production Management
- Audience Segmentation
- Predictive Modeling
- Monthly Sustainer Program Strategy & Execution
- Mid-Level Donor Program Strategy
- Pipeline Development for Major & Planned Gifts
- Telefundraising Services

The TrueSense Advantage: What Sets Us Apart



Giving Potential Scores (GPS+)

Powerful AI segmentation engine reaching the right donors at the right time and **improving your ROI up to 30% vs. traditional RFM.**



Integrated Strategy & Insights

An organizational model that eliminates channel silos and fosters innovation by aligning Strategy, Analytics, and Creative into a **unified working group of multichannel experts.**

Our Capabilities & Services

- Annual Planning & Budgeting
- Donor Acquisition, Reactivation & Retention
- Omni-Channel Integration: Direct Mail, Digital, Phone, Broadcast, Outdoor
- Media Planning & Buying
- Digital Advertising
- AI-Driven Targeting/Segmentation
- Proprietary Predictive Modeling
- Performance Tracking & Campaign Reporting
- Donor Health Index Reporting & Analytics
- Donor Research
- Creative Development: Design & Copy
- In-House Print Production of Direct Mail
- Monthly Sustainer Program Strategy & Execution
- Mid-Level Donor Program Strategy
- Pipeline Development for Major & Planned Gifts
- 1-, 3- and 5-Year Growth Planning



Performance Management

Fueled by automated recurring feeds of your data, COMPASS is a donor-intelligence platform that powers all our analytical and reporting capabilities to **create the most intelligent and powerful strategic plan and manage performance.**



In-House Production

Unparalleled direct-mail print and production with state-of-the-art equipment leveraging data personalization and delivering cost efficiencies, **all under our roof.**

LET'S CONNECT!

We'd love to learn about your organization and explore how TrueSense can help you achieve your fundraising goals.

Pam Pulkownik

pamela.pulkownik@TrueSense.com

724-747-4369