

# GROWTH PARTNER

Solutions Playbook

**GROWTH** *Reimagined.*  
**GROWTH** *Realized.*



# GROWTH *Reimagined.* GROWTH *Realized.*

For more than four decades, NextGen has served as a Growth Partner to nonprofit organizations whose missions touch us deeply and whose commitment to consistent progress and value development are compatible with our own. Our diverse group of professionals thrive in a collaborative environment and lend years of experience and expertise to the services and projects we deliver.

## The Entrepreneurial Growth Mindset

The entrepreneurial growth mindset inspires a focused commitment to constant growth – growth in revenue, growth in donors and supporters, growth in innovation, growth in relationships with those who share a passion for your organization’s mission.

We’ll help you optimize traditional fundraising methods while exploring and testing new revenue streams, channels, audiences, technology, partnerships, and more.

In short, the NextGen approach to Growth Solutions consists of many paths, customized especially for you. Abandon the cookie-cutter approach and enter the future of fundraising.

**Your goals are NextGen’s mission  
and your success is our reward!**





## Growth Capability: Business Intelligence Value Uncovered with GEM

Your donor base portfolio is one of the most important financial assets in your organization. At NextGen, we'll work with you to put that portfolio into play following this simple but proven approach to file growth ...

Analysis drives Strategy.

Strategy drives Implementation.

Implementation drives Growth.

We designed our proprietary GEM Business Intelligence platform to help you uncover and increase your donor file's true value and better manage its many segments (and microsegments) in the most cost-effective and cost-efficient way possible.

Campaign and full-file level reporting comes alive with our interactive and easy-to-navigate dashboards, boldly and colorfully conveying trends and opportunities for growth within your donor base.

From building donor profiles and personas to mining for major, planned/legacy, mid-level, monthly donor prospects and more, GEM is an AI-driven tool designed to grow success across your fundraising program.



[Request a GEM demo](#)



DONATE



## Growth Capability: Digital Solutions Clicks to Contributions

In today's world, nonprofits must always be "on" in the digital space.

NextGen is ready to help you create and cultivate donor relationships along a multichannel personal journey, making sure you never leave money on the table and always maximize revenue.

When you partner with NextGen's collaborative team of digital strategists and specialists, you get a custom approach to digital marketing and fundraising that maximizes return on your investment and gives you access to a modern digital toolkit for successful, sustained growth.

Wherever your organization is on the digital continuum, we'll meet you there, working side-by-side to integrate strategies and campaigns that meet your goals up and down the marketing and fundraising funnel.



*Request a digital audit*



DONATE



## Growth Focus on Generative Engine Optimization (GEO) Standing Out in the Crowd

Generative Engine Optimization (GEO) is an emerging but critical component to digital marketing and fundraising. As generative AI platforms such as CoPilot, ChatGPT, Google Gemini, Perplexity and others become the preferred search tool instead of traditional search engines like Google and Bing, new approaches to content and online presence management are necessary.

While traditional SEO targeted an organization's website content to deliver rankings on search results pages, GEN AI large language models use content from across the Internet, social media, and more. This requires new thinking about how nonprofits position themselves on all digital properties.

**NextGen and its industry partners continue to research and review the impact of these changes and learn from tests and results so we can apply these findings to help nonprofits adapt and grow.**



*Request a digital content strategy review*



DONATE



## Growth Focus on Text Engagement Campaigns

### Stay Engaged and Connected

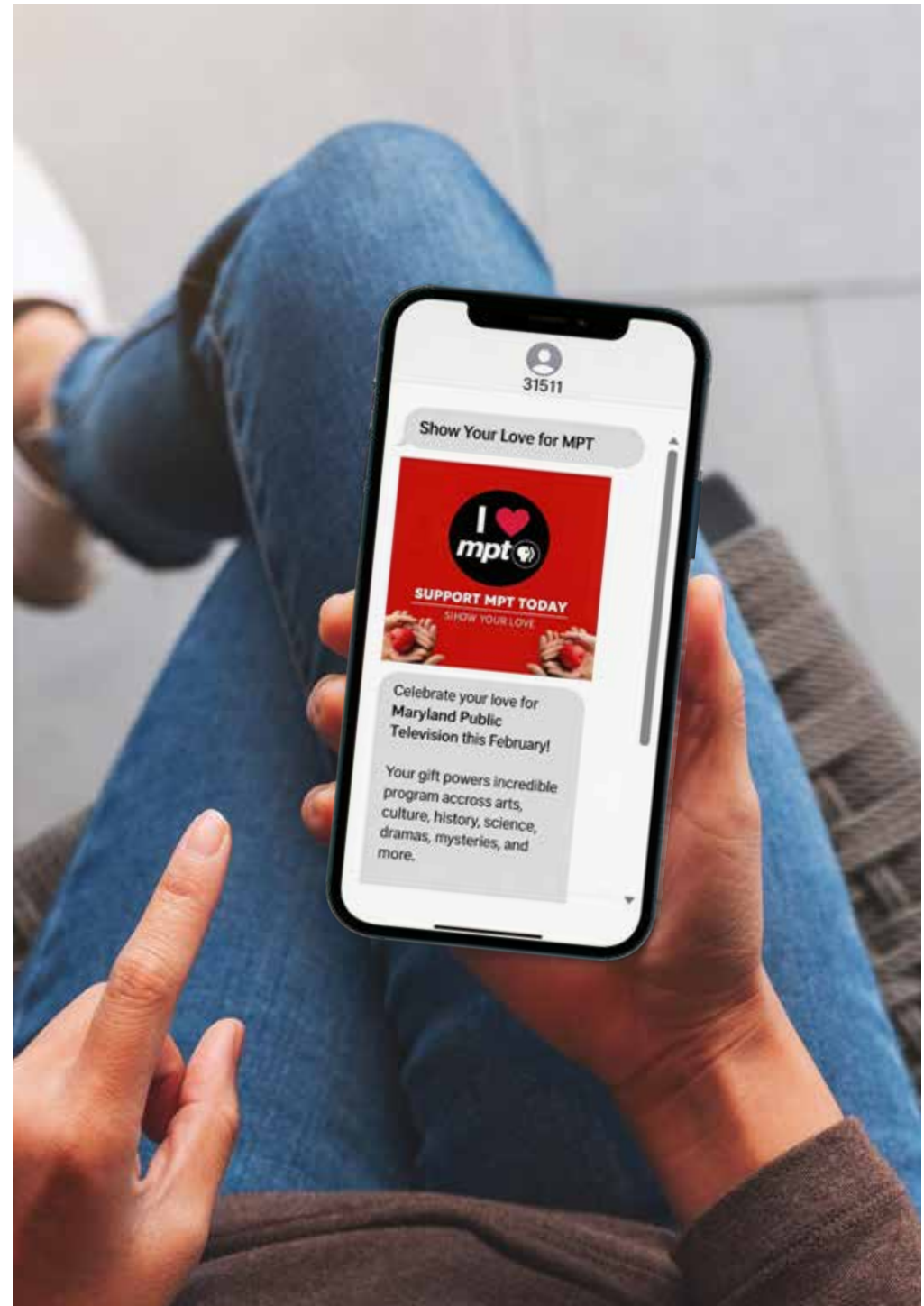
Put the power of real-time, personal communication to work by launching text campaigns that maximize engagement, strengthen donor relationships, and amplify your mission.

In an increasingly competitive digital landscape, text campaigns offer an innovative way to enhance or replace underperforming engagement channels. With text engagement campaigns you can promote and drive participation in events, deliver critical reminders and key messages, enhance donor interaction in curated activities, and build trust with your most passionate supporters.

**Text engagement campaigns are growing in popularity and deliver open/read rates at a higher percentage than just about any other channel, giving you an engaged and highly motivated audience to message.**



*Request a text campaign overview*



DONATE



# Growth Focus on Digital Advertising Navigating the Next Frontier

In the rapidly advancing world of digital advertising, you must have partners who have their collective fingers on the pulse.

Living daily in SEO/SEM, E-mail and social media marketing, paid search and display advertising, NextGen's team of digital strategists and specialists now employ the latest AI-driven digital technologies such as Generative Engine Optimization and programmatic advertising to help keep your mission front and center with donors and supporters.

We stay on top of the latest trends, and through constant testing and experimentation, we learn which channels and technologies are best suited for each unique donor journey destination along the marketing and fundraising funnel, applying those findings to build a custom comprehensive digital advertising channel mix that drives results for your organization.

**From lead generation and brand engagement to revenue return on ad spend, our team and our industry- and thought-leading partners will serve as your virtual sherpa through the digital advertising landscape.**



Request a digital advertising plan





## Growth Capability: Audience Development Targeting and Enrichment

Using top of funnel list building campaigns and behavioral, predictive and prescriptive AI-driven modeling, NextGen's data science teams can build and activate custom multichannel audiences designed to meet your donor growth goals and generate real donor lifetime value.

We'll help you uncover highly targeted prospects for acquisition campaigns that deliver across channels, mine for lapsed reactivation or monthly giving, or simply enrich data to build a more robust profile for existing donors.

**NextGen can work with you to navigate the complex world of data and craft a plan to create effective and cost-efficient audiences, grow and optimize your donor and supporter base and deliver impact and action for your mission.**



*Request an audience review*





## Growth Focus on Monthly Giving Sustained Support to Advance Your Mission

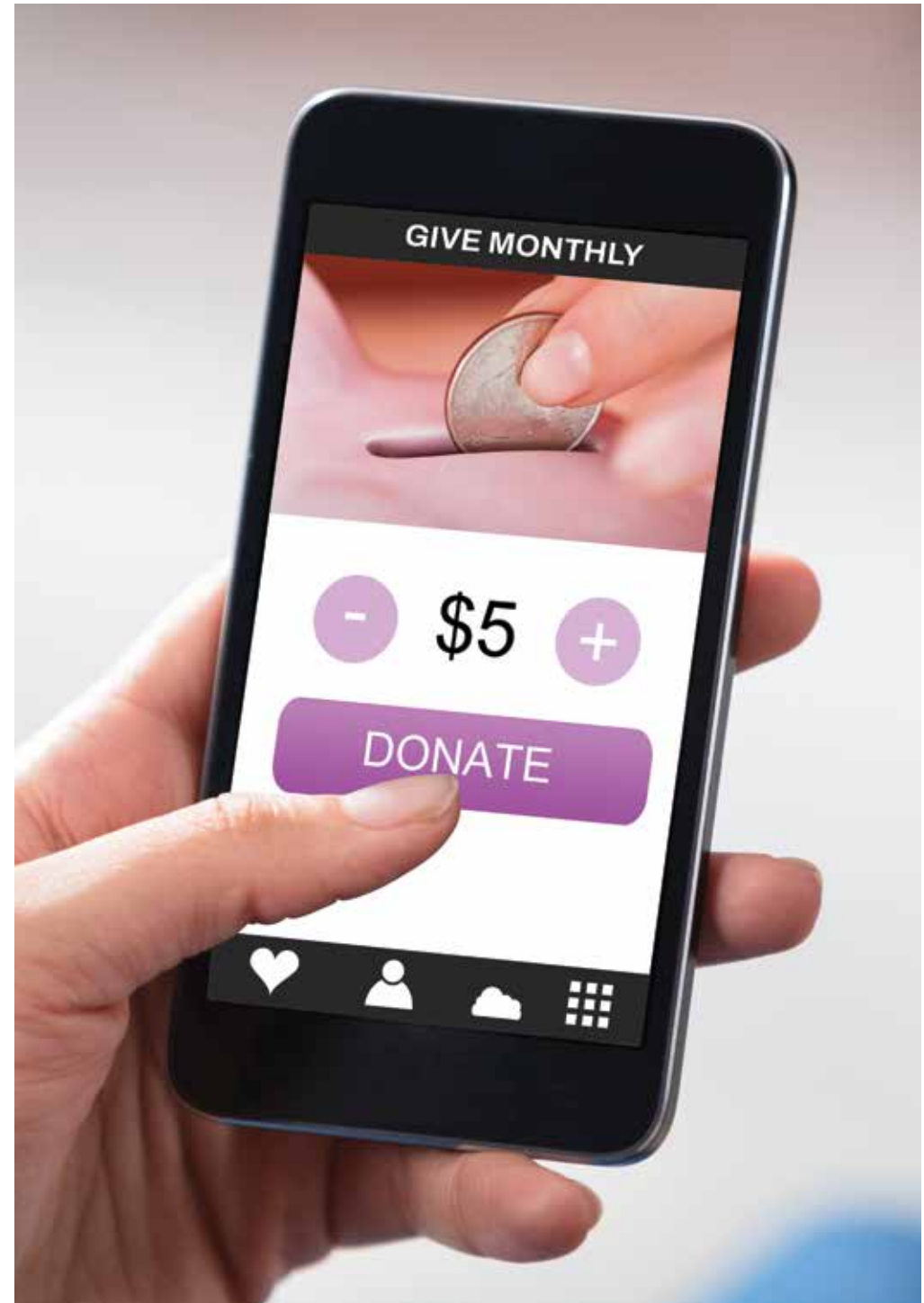
Monthly giving has become an increasingly desired destination on the donor journey for both the nonprofit organization and supporters with a high affinity for its mission and brand. Recurring donors represent a critical and sustainable segment of the donor base portfolio, providing both short-term yield and long-term value. They deliver reliable cash flow revenue and require fewer fundraising touchpoints, allowing for more stewardship and cultivational opportunities.

NextGen has built, grown and managed monthly giving programs across all sectors and channels with great success. We know how to mine for the best prospects both inside and outside your current donor base, and we've tested upgrades and additional gift campaigns to help nonprofits identify real lifetime value in their monthly donor population.

**We're pairing our proven monthly giving strategies with technology partners to improve recurring gifts, boost retention, and deliver you predictable revenue to grow with confidence.**



***Request a monthly giving plan***





## Growth Focus on Donor Lifecycle Management Doing More to Do Good

Your donors and supporters are there for a reason: they want to do good through you. By targeting the right people with the right message and offer at the right time through the right channel mix, your fundraising program can achieve substantial short-term growth, long-term sustainability and new levels of value.

NextGen is ready to help you explore, understand and optimize your donor base to find the best prospects for your goals, building a roadmap to higher levels of giving and greater lifetime value.

From mid-level and major donor program enhancement to planned/legacy giving management, monthly donor conversion, and more, there are many growth opportunities to be found in your current donor base.

**As Growth Partners, NextGen's team of strategists, specialists, and industry partners can build a custom donor lifecycle management program, help you create compelling content, and deliver real impact for your organization's mission.**



*Request a roadmap to greater value*





# Growth Capability: Human-Centric Storytelling & Design

## The NextGen Creative Lab

At the heart of every nonprofit mission is authentic, life-changing impact, and at the heart of every charitable gift is someone choosing to help. From crafting a welcome series or designing an appeal, to stewarding longtime donors, your most powerful tool is the human story.

Inside NextGen's virtual Creative Lab you'll find communication specialists, skilled writers and designers, and social scientists who understand the power of branding, messaging, and design. Their decades-long experience creating purposeful, human-centric storytelling is rooted in one fundamental truth: people give to people. When you convey that your organization is a channel for change, not just the recipient of donations, you build lasting, values-driven relationships. That's what advances your mission.

**Whether your organization needs a fresh and consistent look, an updated case for support, or compelling campaign creative, NextGen's Creative Lab is up for the challenge!**



*Request a creative audit, brand audit or samples*





## Growth Capability: Print & Direct Mail

### Ink on Paper Was Never So Easy

NextGen has more than four decades of high-value, cost-effective and end-to-end print and direct mail production management experience. Whether your projects are small or large, our mandate is clear: put ink on paper in the most cost-effective and compelling way to promote your brand and mission.

Our robust enterprise print platform and key supplier partnerships ensure a smooth process across the supply chain, allowing for the production of more than four billion pieces of print and direct mail annually. You'll have access to industry-leading postal logistics, digital presses and finishing equipment that personalize each piece so you can speak directly and relevantly to every donor and prospect.

**With so many important decisions to be made about selecting the best package format for the job and how much to invest in special paper, additional inserts, custom envelopes and more, we'll help remove the guessing game so that you can focus on what's most important to your project and your organization.**



**Request a print & direct mail audit**





## Let's Start (or Continue) the Conversation!

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