

READY TO RAMP UP

engagement

AT YOUR NONPROFIT?

**DONORS & VOLUNTEERS
HAVE OMNICHANNEL
EXPECTATIONS**

**THE MOST UNDERRATED
WAY TO REACH THEM IS
WITH EMAIL MARKETING**

**ENGAGEMENT CONTINUES
TO TREND TOWARD
DIGITAL FIRST**

**PEOPLE ARE 91% MORE
WILLING TO ENGAGE WITH
PERSONALIZED MESSAGES**

GET PERSONAL

go digital



**KENDRICK
& COMPANY**