



See the Donors Behind Your Profile

Most nonprofit donor files are sparse: name, address, giving history, and not much else.

SimioEnhance changes that. You can build stronger relationships, create better experiences, and raise more money.

SimioEnhance cleans your existing donor file and enriches your data with demographic, lifestyle, behavioral, and sector-specific data. The result: your outreach gets personal, your segmentation gets sharper, and your fundraising gets stronger. And for organizations using SimioAudience, models also get more accurate.

Basic File

- Name
- Address
- Giving History

Enhanced Donor Profile

- Demographics
- Lifestyle
- Interests
- Political Activity
- Contact Info
- Giving Propensity



Turn Donor Data Into Donor Intelligence

Getting started is simple. We handle the heavy lifting, so your team stays focused on fundraising.



Scan the QR code to learn more!

wearemoore.com/simioenhance

What SimioEnhance Delivers You



Save Money and Time from Bad Data

Clean up bad data and improve your match rates.



Personalize with Confidence

Gain deep insights into your donors and constituents to create more relevant communications.



Unlock Hidden Opportunities

Identify characteristics, interests, and behaviors that can inform fundraising strategy.



Reach Donors Where They Are

Email and text appends get you permission to contact your donors in additional profitable channels.



Customized to Political Activity

Target your audience with our database of every American adult and 217M+ voters that includes 500+ political and geographic and 25,000+ total data elements. Narrow by country, city, precinct and voter history, election type, and party registration.



Specific Sector Knowledge

Sector propensity models reveal who's most likely to give to causes like yours: sector data bundles add the demographic and behavioral context to back it up.



How it Worked for A National Wildlife Organization

Challenge

Limited donor intelligence made it difficult to tailor messaging and maximize campaign performance.



Solution

Appended political preference indicators using SimioEnhance Sector Scores to create richer donor profiles.



Results

Improved modeling accuracy
More precise audience segmentation
Stronger personalization and donor engagement