

Donors by Category

New! Boost your digital marketing performance with **19 donor segments by cause** built from **first party gift transactions**, updated monthly.

New to Market!



Donors by Cause

- Advocacy Causes
- Animal Rights Causes
- Animals Wildlife Conserv & Zoos
- Arts & Culture
- Catholic Faith-Based Giving
- Children's Causes
- Conservative Political Causes
- Education Causes
- Environmental Causes
- Health Causes
- Historical Landmarks
- Humanitarian Causes
- Indigenous Causes
- International Relief
- Jewish Faith-Based Giving
- Liberal Political Causes
- Parks & Nature
- Protestant Faith-Based Giving
- Veterans Causes

Propensity to Donate by Cause

- Expanded reach to likely donors across 19 cause categories shown above, built from actual donor transaction data- not modeled.



Contact

Path2Response Digital Team
digitalteam@path2response.com

