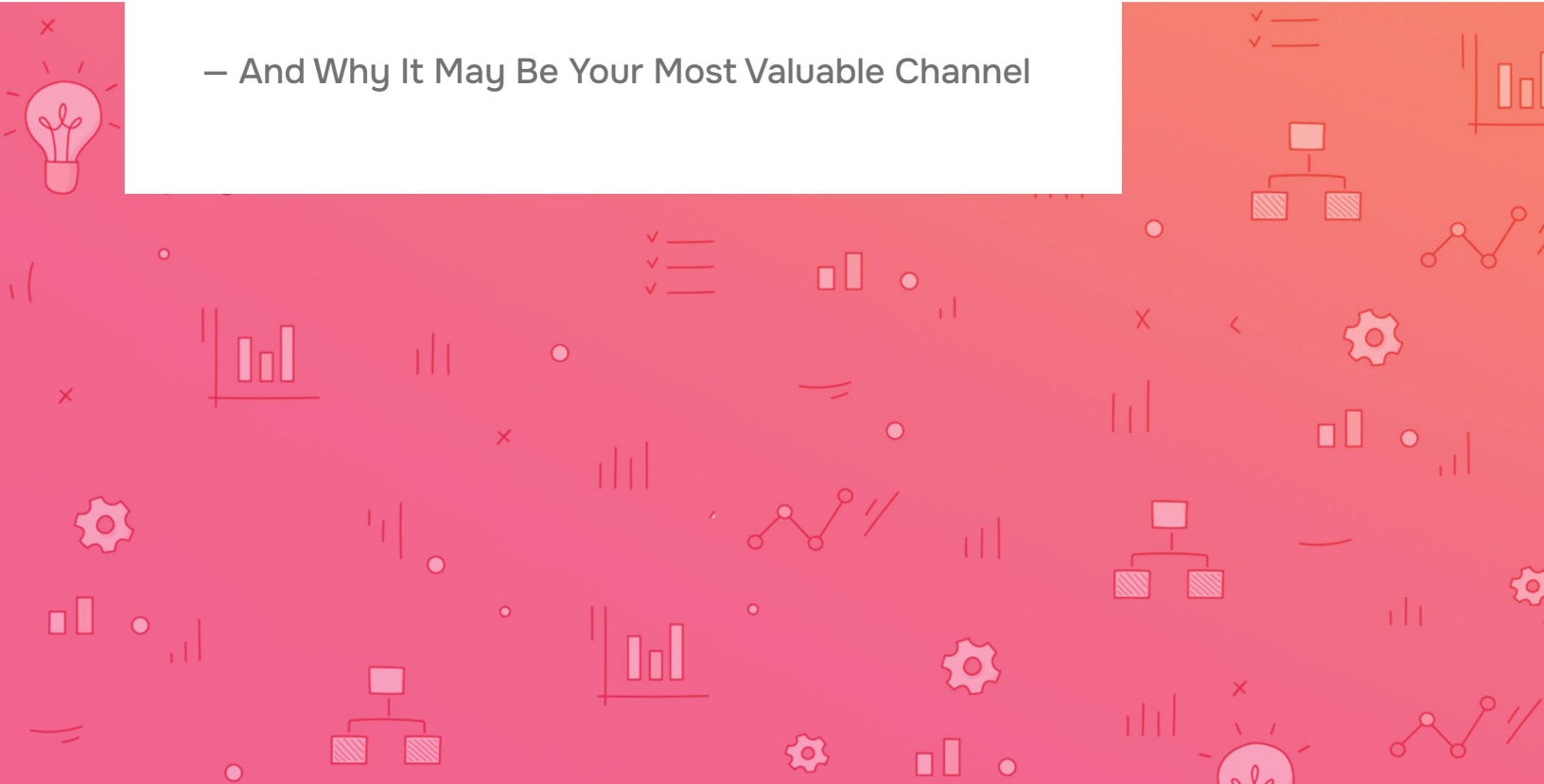


RADIANT
DIGITAL™

THE AUDIENCE SEGMENT MOST NONPROFITS CAN'T REACH

— And Why It May Be Your Most Valuable Channel





Most nonprofits today are fighting the same battle: Rising acquisition costs. Lower engagement. Audiences that feel harder to reach than ever. But what if the problem isn't your message... It's where you're trying to reach people?

| The Hidden Gap in Nonprofit Growth

There is a high-intent audience segment that most nonprofits are not reaching at all: **Faith-driven audiences actively engaging with values-based content.**

This audience:

- Shows higher levels of generosity and cause alignment
- Is more likely to respond to purpose-driven messaging
- Engages deeply with content tied to mission, meaning, and impact

Yet for most organizations, this audience remains invisible. Why?

Because traditional platforms:

- Limit targeting around belief and values
- Rely on modeled or inferred data
- Push spend toward broad, low-intent audiences

The result: You're competing harder... for audiences that convert less.

| What Makes This Audience Different

This isn't a theoretical segment. It's built from **real behavior** across a network of trusted faith-based platforms.

That means:

- People actively reading, searching, and engaging with faith-driven content
- Signals based on what they do, not what algorithms assume
- Consistent engagement across topics tied to purpose, service, and community

This is not interest-based targeting.
This is intent-backed audience access.

Why Most Nonprofits Can't Access It

Even sophisticated teams run into the same wall:

- No direct access to faith-based environments at scale
- No first-party data tied to belief-driven behavior
- No way to consistently reach these audiences across platforms

So budgets shift toward:

- Social platforms with rising costs
- Broad targeting with declining returns
- Channels that optimize for clicks, not connection

The Untapped Opportunity

For nonprofits focused on:

- Donor acquisition
- Volunteer engagement
- Awareness for mission-driven causes



This audience represents a meaningful unlock:

- Higher alignment → stronger response rates
- More qualified users → less wasted spend
- Deeper engagement → longer-term value

It's not just another channel. It's a fundamentally different starting point.



| A Different Way to Reach Them

Radiant Digital provides access to this audience through:

- Exclusive faith-based media environments
- First-party behavioral data from millions of engaged users
- Campaigns built around alignment, not interruption

This creates a key advantage: You're not trying to find the right people. You're starting with an audience already aligned to your mission

| The Question to Ask


If your current channels are getting more expensive...


And your results are getting harder to scale...

It may not be your message.

It may be the audience you're missing.

Curious whether your mission aligns with an audience your competitors simply can't access? Let's take a look together. Contact us today at www.radiantdigital.com.

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