

Who we are:

Masterworks is unique in the Christian marketing and fundraising world. For over 30 years, our team of movers and makers has ensured that you don't need to compromise your mission to get world-class strategy and creative. In other words, with Masterworks, you get both mission & mastery. You'll have a partner who is missionally aligned, who cares deeply about the work you have been called to do, and who walks side by side with you. And you'll have a partner who brings the best expertise in the nation, strategic thinking, robust analytics, deep direct mail fundraising experience, and best practices in digital strategies.

What we do

Members of the Masterworks team have extensive experience in direct response marketing, fundraising, strategic planning, analytics and research, branding, donor journey mapping, technology, and media buying.

Services Offered**Direct Mail**

Masterworks has deep direct mail fundraising experience and expertise in strategy, segmentation, print production, and creative which leads to low-cost, effective acquisition, cultivation, and planned giving.

Digital Marketing

We are always working to be innovative and creative in the field of digital marketing in order to drive donor acquisition and cultivation. This includes strategy and creative, digital and social media, website development, email marketing, optimization, search engine marketing, and more.

Branding

We provide expertise to help develop, implement, and manage cohesive branding for organizations.

Data

We use advanced modeling capabilities for donor targeting in mail segmentation and selection that helps generate significant improvements in client net income and improve lapsed donor reactivation. We also provide extensive analytics and offer a comprehensive cloud-based suite of reporting, including real-time digital media spend and performance reports, interactive performance reports, and more.

Strategy

Because no two organizations are exactly the same, we tailor our strategies to your unique needs and will use the ideal mix of integrated services to help your organization thrive. We build donor

journey mapping for clients that provides insights and direction for a broad range of donor engagements, including new donor onboarding, monthly donors, volunteers, and more. We also have an innovation team developing new fundraising and donor engagement strategies.

Masterworks and Virtuous

By partnering with Virtuous, Masterworks is able to maximize the effectiveness of our marketing and fundraising strategies as well as seamlessly onboard donor data for organizations' migration to Virtuous from other platforms. Our teams regularly collaborate to share expertise and best practices and stay on top of industry trends in order to best serve the Christian nonprofit marketplace.