

# FOR IMMEDIATE RELEASE



## Feathr Expands Nonprofit Marketing Platform With AI-Powered Intelligence and Integrated Fundraising

**Gainesville, FL — September 10, 2025** — [Feathr](#), a leading provider of digital marketing technology for nonprofits, today announced two major product launches: **Feathr Intelligence** and **Feathr Fundraising**. Together with its existing marketing features, the company is positioning these tools as part of an integrated product suite designed to help nonprofits expand their reach and maximize resources.

Since 2012, Feathr has worked with thousands of mission-driven organizations to simplify digital advertising and audience engagement. Nonprofits often face fragmented systems, rising media costs, and the challenge of proving marketing's impact. The introduction of Intelligence (available now) and Fundraising (launching Q4, 2025) [aims to remove those barriers](#) by unifying data, marketing, and fundraising in one ecosystem.

"Nonprofits are being asked to do more with less as budgets tighten and competition for donor attention intensifies," said Aleksander Levental, CEO of Feathr. "We built Feathr to remove those barriers, and today's launches further solidify our commitment to that mission. Intelligence equips organizations to work smarter and faster, while Fundraising ensures that every donation has the potential to fuel the next campaign. This is the kind of impact the nonprofit sector deserves."

**Feathr Intelligence** brings artificial intelligence to the core of the platform, helping nonprofit teams streamline complex workflows such as audience segmentation, campaign setup, and budget optimization. Rather than requiring extensive technical expertise, Intelligence is designed to translate everyday language into actionable marketing tasks, deliver predictive recommendations, and consolidate data into clear reporting.

**Feathr Fundraising** integrates donation activity with campaign performance, allowing nonprofits to connect giving data directly to marketing outcomes. A key innovation is the introduction of **Growth Credits**, a first-of-its-kind program in which optional donor tips are converted into credits that organizations can redeem for advertising and services within the Feathr ecosystem. The model is intended to offset rising media costs and provide a sustainable way for nonprofits to reinvest in future growth.

Feathr Fundraising will debut in Q4 2025 with modern giving pages and embeddable donation forms. Future product expansions are planned for 2026, including peer-to-peer fundraising, SMS, and auction tools. Feathr Intelligence is available immediately and will continue to evolve

with new AI-driven features for campaign automation, creative development, and fundraising optimization.

By combining marketing, fundraising, and intelligence in a single platform, Feathr aims to reduce the inefficiencies created by disjointed tools and provide nonprofits with a more measurable, scalable approach to growth.

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### **About Feathr**

[Feathr is a digital marketing platform](#) that helps nonprofits drive more revenue and retain supporters by reaching them online. Trusted by more than 1,500 organizations, Feathr streamlines touchpoints across email, digital ads, and social media, getting you in front of the right people and ensuring you're not the "best kept secret in town." With easy automation, customizable templates, and intuitive dashboards, you'll grow events, attract donors, and mobilize your community.

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