PROSPECT IDENTIFICATION

Chapter Six

...Finding Out Who Has the Big Gifts

mgru MAJOR GIFTS RAMP-UP

MAJOR DONOR PROSPECT IDENTIFICATION

If You're Going to Raise Big Gifts
You Have to Find Out Who Has Them

If you're going to raise significant gifts it helps to identify the individuals of wealth and influence that possess them. So the first question is**…where does the "Wealth Set" begin and end within your sphere of influence?**

The second question is what resources exist that can help you build a file full of real major donors?

Four aspects of prospect identification are covered in this chapter.

1. **LIST BUILDING**
   a. **Download Lists**
   b. **Upload Lists**
   c. **Compile Lists**
2. **LIST SEGMENTS**
   a. **Constituency**
   b. **Proximity**
   c. **Transactions**
3. **DATA RETENTION**
   a. **Database Tracking**
   b. **Consumer's Guide**
   c. **Recommended Systems**
4. **PROSPECT RESEARCH**
   a. **Online Tools**
   b. **Peer-To-Peer Info Gathering**
   c. **Data Profiling**

1. LIST BUILDING

If you're going to ensure that you have the right people make significant contact with your organization, use three resources to provide the names and addresses of the individuals in the community who can make major philanthropic investments.

See Appendix A or visit www.DonorScope.com for more information on the following prospect acquisition strategies.

#1 Download Prospect Lists – New Donor Acquisition

You can start today (at no cost) by visiting DonorScope.com to find out how many donor prospects are available in any geographic region, who could support your nonprofit organization. Login to DonorScope.com and receive a count of the number of individuals within a zip code radius of your choosing who have a net worth of $1,000,000 or more who've indicated they give charitable gifts. After you've received your custom count, you can purchase the names and complete contact information of every prospect identified. The process is automated and will be emailed to you within minutes in an Excel spreadsheet format.

#2 Upload Existing Prospects Lists – Append Financial Overlays

Don't prejudge your own internal mailing list of existing contacts. Until you've properly researched your file you won't know which existing friends, patrons or volunteers have the financial ability to support your nonprofit's mission. Upload your file today (at no cost) to find out the number of wealth overlays that can be appended to each of your prospects or donors. After DonorScope has determined the number of overlays available, you can purchase the appended data to ensure that you're cultivating the right individuals who are already know and appreciate your organization.

#3 Compile Community Lists – Tutorials, Videos & Audio Trainer

The DonorScope Team has developed a comprehensive Donor Prospecting Training System via online Tutorials, Video Instruction and Audio Trainers providing nonprofits the preparation they need for fundraising success. DonorScope's online Training System includes:

- ✓ **List Compilation Training:** a) Internal Lists, b) Secured Lists, c) Community Lists
- ✓ **List segmentation Training:** a) Constituency, b) Proximity, c) Transactions
- ✓ **Data Management Training:** a) Database Tracking, b) Consumer's Guides
- ✓ **Prospect Research Training:** a) Online Tools, b) Peer-To-Peer Info Gathering, c) Data Profiling

2. LIST SEGMENTS

a. CONSITITUENCY SEGMENTS

BEFORE A REALISTIC CULTIVATION SCHEME CAN BE CREATED, SECURE A THOROUGH UNDERSTANDING OF WHO YOUR PROSPECTS. THE FOLLOWING PAGES OUTLINE THE PRE-WORK THAT SHOULD OCCUR BEFORE WRITING AN EFFECTIVE INDIVIDUAL PLAN OF CARE (IPOC) FOR YOUR PROSPECTS.

Different constituencies have different goals and objectives. A corporation may want to raise the level of visibility of their enterprise or improve relations with their employees. A foundation may have a specific mission within a specific region. A local church may have a commitment to international missions or be committed to serve individuals within their neighborhood.
In the context of development, a constituency can be defined as *a group of donors whose characteristics are similar enough to create a linear single plan of care that can be used with multiple individuals within that group until specific ones emerge*. Some prospective constituents may include:

1.	Key Donors	4.	Professional Community	7.	Churches
2.	Civic Groups	5.	Corporations	8.	Alumni
3.	Local Businesses	6.	Foundations	9.	Government

b. PROXIMITY SEGMENTS

Within each constituency segment, your organization may have no, some or a close relationships with some members. Categorize them in the following manner:

SUSPECTS
Rented lists of individuals or groups who are known to be philanthropic and have net worth assets.

PROSPECTS
Individuals, churches, foundations, etc. that you know of, who are not aware of you, or have only heard of your organization in passing.

LINKAGE
Individuals, churches, foundations, etc. who know of your organization, may have given a single gift, or shared resources with your organization at some point in time, but would not be characterized as being meaningfully involved currently with your efforts.

DONORS
Individuals, churches, foundations, etc. who have been meaningfully involved, have consistently supported your organization, or have been givers in the past.

c. CONNECTION SEGMENTS

Segmenting people by the kinds of relationship already established with them begins to build a historical record of the relational transactions organizational members have had with each prospect and current donor. There are two different kinds of connections with these individuals that are important to understand in order to develop individual plans of care (IPOCs) for each. The first is to understand the nature and extent of contact and relationship various members of the organization have had with each prospect. The second is to understand the giving patterns present. Both of these kinds of information are often recorded in the donor record established for each individual.

Connections With Individuals Other Than By Donating
Note on an individual's record the nature and extent of the connection various members of the organization have had with the individual and during what timeframe. Often the following designations are used.

- **C1-Active Connection**
  Any people in your prospect file who have had some contact with the organization within the last 90 days.

- **C2-Active Connection**
  Any people in your prospect file who have had a connection with the organization within the last 12 months, but not within the last 90 days.

- **C3-Lapsed Connection**
  Any people in your prospect file who have had a connection with the organization within the past 24 months, but not within the last 12 months.

- **C4-Inactive Connection**
  Any people in your prospect file who have had a connection with the organization but not within the past 24 months.

Giving Pattern Connections
Another useful way to examine prospects is to look at their giving patterns. Typically, the following designations are useful to note on prospect records.

- **D1 - Active Donor**
  Any people in your prospect file who have made a donation in the last 90 days.

- **D2 - Active Donor**
  Any people in your prospect file who have made a donation in the past 12 months but not within the last 90 days.

- **D3 - Lapsed Donor**
  Any people who made a donation within the past 24 months but not within the last 12.

- **D4 - Inactive Donor**
  Any people who made a donation in the past but not within the last 24 months.

- **D5- Prospective Donor**
  Any people in your file who have never made a gift.

As established earlier, each constituency requires a unique individual plan of care. Establishing segments within a constituency recognizes that, at times, increasingly specific plans of care must also be created within broader plans of care aimed at a particular segment.

3. DATA RETENTION

a. Database Management

How are you going to manage all of this information?

A relationship management database program aids in the tracking of "touch points" with donors and prospects by keeping records of correspondence, retaining relationships' histories, meeting important deadlines, and creating synopsis reports of your progress. These software tools can also help manage relationships with key donors, board members, differing foundations, and volunteers. They can even unveil new relationships, help you to share your mission, and put you on track to become a better fundraiser.

When an organization puts the proper system in place they experience an increase in donations while simultaneously decreasing expenses, and reducing anxiety and frustration. Here's how:

1. *Time Efficiencies:* Using a proper data management system saves fundraisers time. Some fundraising tasks, including generating thank-you letters automatically, tracking the statistical data of your mail program, or testing new initiatives, are all made easier when the right package is in place.

2. *Data Stewardship:* Data are more accessible and organized. All pertinent facts about a donor (name, spouse, children, address, email, phone, etc.) and relevant records of donation are available in one location. In addition, you can keep track of all communications with a donor or prospect, points of contact that have occurred, motivations behind previously made donations to your organization, and other pertinent information within the donor's profile.

3. *Overall Productivity:* Sound information is always the key to increasing donor support. Experience an increase in revenue by generating reports that provide the information you need to make sound decisions. Fundraising performance and outcomes will increase as these reports are reviewed and new choices are made that improve your donor cultivation methods and course correct your plans of care for board members, donors, and campaign volunteers.

There are several donor database management systems that could work for you. Regardless of how intimidating this task may seem you must evaluate internal organizational needs when trying to decide between all of the choices available within the marketplace. Here are a few considerations to account for when making your decision:

- What types of activities (e.g., receipting, mailing, events, major gift campaigns, grant writing initiatives) do you regularly engage as part of your advancement efforts?
- How many different gift types do you secure?
- What are your acknowledgement methods?
- What software are you using for your accounting system and how will it connect to the donor system to save duplication of effort?

All donor database management systems can be customized in a manner that reflects how constituents are identified, gifts are recorded, information is organized, cultivation plans are tracked, etc. The extent of time invested in actually setting up the software will directly relate to how complete you intend your system to be.

b. GUIDE TO DONOR MANAGEMENT SYSTEMS

The Consumer's Guide to Low Cost Donor Management Systems is an impressive 48-page document that compares the specific features of 33 different donor management systems, ranging in price from free up to $4000+ for the first year. The *Guide* discusses, in truly useful detail, the types of donor management systems that are available, what they can do for you, and **how to choose** the right system for your organization.

A companion document, *Detailed Reviews of Low Cost Donor Management Systems*, takes a closer look at 12 donor management systems the authors identify as the top contenders, based on a combination of functionality, price and attractiveness in a variety of situations.

4. PROSPECT RESEARCH

a. ONLINE RESEARCH TOOLS

The following websites give you access to data made up of 65 million companies, 85 million people and 700 industries providing you detail on millions of donors and companies and all the people behind them. Information provided includes:

a. Company data
b. Proxy statement if any to find equity and salary
c. Links to the company web site
d. In-Depth Donor Profiles
e. Press releases
f. Executive bios
g. SEC filings if any
h. Donor's Net Worth

Prospect Identification:

DonorScope.com

Prospect Contact Information:

Four11
Infospace

Prospect Affiliation:

Linked In
Zoom Info
Zaba Search

Prospect Workplace Information:

Experian Online
Morningstar Research
Attorney FInder
SECInfo.com
AMA Doctor Finder
Public Records Founder

Prospect Wealth Information

DonorScope.com

Prospect Property Holdings:

Zillow
Tax Assessor Database
Search Systems

Prospect Volunteerism Information:

Guidestar
Grantsmart
Foundation Center

Prospect Family Information:

Facebook

Where to Search First:

Google

b. PEER-TO-PEER INFORMATION GATHERING

The most effective method of researching a prospect is with another individual who knows more about the prospect than you. This involves recording all known information about the individual and then securing additional facts from linkages that the prospect has with other leaders. This information can include basic data such as name, address, phone number, vocation contrasted with more development-specific information such as a list of other organizations in which the prospect has invested.

Another important step in the research process is to rate your prospect using a scoring matrix. A scoring matrix asks questions that elicit information from individuals who know the prospect. This activity fosters confidence and should not be filled out in a solitary vacuum. Have as many people as possible participate in scoring. Include individuals who need to be introduced to the prospect for the first time, as well as friends with linkage who can provide accurate answers to the proposed questions.

DONOR READINESS SCORING MATRIX

Prospect Name____

Campaign Visitor____Date_______________

CRITERIA	Score (1-5)	x	Weight	=	Total
INTEREST IN OUR ORGANIZATION Does the prospect demonstrate an interest in our organization?	_____		**2**		_____
POTENTIAL CONSTRUCTS Are the political/philosophical convictions of the prospect consistent with our mission and goals?	_____		**1**		_____
MAJOR GIFT POTENTIAL Is the prospect financially capable of making a major gift?	_____		**3**		_____
STEWARDSHIP AND PHILANTHROPY Is the prospect known as an individual who financially invests in nonprofit institutions?	______		**2**		_____
ALLIANCE WITH OUR NONPROFIT Has the prospect given to our organization or exhibited commitment through some type of involvement?	______		**3**		_____
RELATIONSHIPS WITHIN OUR NETWORK Has the prospect been served by our organization, and/or has the prospect served our organization?	_____		**3**		_____
GIFT-GIVING AND TIME Is the prospect about to receive a planned gift as a result of an inheritance? Does the prospect need tax relief now? etc.	_____		**3**		_____
PERSONALITY AND LEADERSHIP Will the prospect be an advocate? Is he/she a strong leader with the ability to attract others to our organization?	_____		**1**		_____
PREVIOUS SOLICITATIONS Has the prospect joined one of our previous campaigns with a major gift? Were they consistent with their pledge?	_____		**2**		_____

TOTAL: (100 Possible Points) ____

c. DATA PROFILING

KEY DONOR PROFILE

This data should be gathered and recorded in your preferred donor management software program.

Representative ________________________ Date __________

Personal Information:

Prospect Name____

Home Address ____ Email ________________________

City ______________________________State _______ Zip ________ Phone ______________________________

Work Address____ Email _____________________________

City_____________________________ State _______ Zip ________ Recep. ______________________________

Work Phone ______________ Email____________________ Fax_____________Sec. ______________________

Job Title ____ DOB _____________________________

Spouse ____ DOB _____________ Anniversary ________________

Child ____________________________ DOB _______ Spouse_____________ City/St ______________________

Child ____________________________ DOB________ Spouse _____________ City/St______________________

Child ______________________________DOB _______ Spouse _____________ City/St ______________________

Hobbies/Personal Interests____

Awards/Recognition ____

Accomplishments ____

Education ____

Community Involvement:

Local Church Attending ____

Church Leadership ____

Civic Organizations____

Volunteer Work____

Other External Linkages____

Giving History:

Current Giving Status: Active Lapsed Inactive Prospective YTD $________ LTD $_______

Philanthropic Activity w/other Organizations

____

Giving History to Our Organization

____

Estimated Net Worth_________________________________Gift Potential________________________________

Projected First/Next Solicitation

____

Institutional Relationship:

Linkage to our organization (How has this person been connected to our institution? Who has the relationship?)

____

Past experiences/involvement with our organization

____

What Problems/Opportunities exist with this donor? (Include recommended response)

____

Possible Interests/Involvement

Leadership: _____Reception Host, _____Table Host, _____Board Member, _____Committee Work

_____Church Liaison, _____Service Club Liaison, _____Campaign Leadership, _____Advisory Board

_____Other____

Giving: _____Annual Fund _____Capital Campaign _____Planned Giving

Other____

Volunteerism: _____Mail Assembly _____Office/Reception _____Banquet Organization

_____Other____

CORPORATION PROFILE

This data should be gathered and recorded in your preferred donor management software program.

Representative ________________________ Date __________

Organizational Info:

Name:____

Contact Name:____

Address:____

City: ____ State: __________ Zip Code: _____________

Telephone:____

Does corporation have human resources dept? ____________ Contact Name:_______________________________

Does corporation allow employees to participate in philanthropic payroll deduction program? __________

Does corporation participate in United Way Campaign? __________

Does corporation have a marketing division? _________ Contact Name:___________________________________

Determined Philanthropic Goals:

____

____

____

____

____

Other Notes:

____

____

____

____

____

Institutional Relationship:

Linkage to our organization (Is this corporation connected to our institution? Who has the relationship?)

____

Past experiences/involvement with this organization

____

____

____

What Problems/Opportunities exist with this corporation? (Include recommended response)

____

____

Name/Address/Phone Number of best contact at corporation for our organization. Why?

____

____

Giving History:

Current Giving Status: Active Lapsed Inactive Prospective YTD $________ LTD $________

Other Organizations Donated To w/Amounts:

1. ____
2. ____
3. ____
4. ____
5. ____
6. ____
7. ____
8. ____
9. ____

FOUNDATION PROFILE

This data should be gathered and recorded in your preferred donor management software program.

Representative ________________________ Date __________

Organizational Info:

Name:____

Address:____

City: ____ State: __________ Zip Code: _____________

Telephone:____

Contact Person: ____

Executive Director: ____

Board Chairman: ____

Has Foundation Center/990 Research been completed: ___________

Determined Philanthropic Goals:

____

____

Trustees Name/Address/Phone:

1. ____
2. ____
3. ____
4. ____
5. ____
6. ____
7. ____
8. ____

Institutional Relationship:

Name/Address/Phone of best contact on foundation board for our organization. Why?

____

____

Linkage to our organization (Is this foundation connected to our institution? Who has the relationship?)

____

____

Past experiences/involvement with this organization:

____

____

What Problems/Opportunities exist with this foundation? (Include recommended response)

____

Giving History:

Current Giving Status: Active Lapsed Inactive Prospective YTD $________ LTD $________

Other Organizations Donated To w/Amounts:

1. ____
2. ____
3. ____
4. ____
5. ____
6. ____
7. ____
8. ____
9. ____
10. ____

OVERALL GIVING HISTORY FOR THE PREVIOUS FOUR YEARS:

YEAR: ____

ASSET SIZE: ___________________________________

Source of $: ___________________________________

Grants Paid: $________________When: ___________

Grants info: High:$______________ Low:$__________

Avg. Grant Size: _______________________________

Typical First Gift: $______________________________

YEAR: ____

ASSET SIZE: ___________________________________

Source of $: ___________________________________

Grants Paid: $________________When: ___________

Grants info: High:$______________ Low:$__________

Avg. Grant Size: _______________________________

Typical First Gift: $______________________________

YEAR: ____

ASSET SIZE: ___________________________________

Source of $: ___________________________________

Grants Paid: $________________When: ___________

Grants info: High:$______________ Low:$__________

Avg. Grant Size: _______________________________

Typical First Gift: $______________________________

YEAR: ____

ASSET SIZE: ___________________________________

Source of $: ___________________________________

Grants Paid: $________________When: ___________

Grants info: High:$______________ Low:$__________

Avg. Grant Size: _______________________________

Typical First Gift: $______________________________

Application Information:

Does the funder have printed guidelines/application forms? _________

Initial Approach - letter of inquiry, formal proposal? _________

Deadline(s): ____

Board Meeting Dates:____

Information Sources:

990-PF? _________ Requested and received? _________

Annual report? _________ Directories or grant indexes? _________

LOCAL CHURCH PROFILE

This data should be gathered and recorded in your preferred donor management software program.

Representative ________________________ Date __________

Organizational Info:

Church Name____

Pastor's Name____

Address:____

City: ____ State: __________ Zip Code: _____________

Telephone:_______________________________________ Fax:____

Briefly describe policy particularly as it relates to decisions about donations (Deacons, Elders, Presbytery, etc.)

____

____

Is there a missions committee? ___________

Mission Chair/Elder:

Name____ Phone #:___________________

Additional Key Leadership:____

Congregation Size:______________ Number of Families:______________

Determined Philanthropic Goals:

____

____

____

____

____

____

____

Institutional Relationship:

Current Giving Status: Active Lapsed Inactive Prospective YTD $________ LTD $________

Linkage to our organization (How is this local church been connected to our institution?)

____

____

____

Past experiences/involvement with this organization:

____

____

What Problems/Opportunities exist with this donor? (Include recommended response)

____

____

____

Church Members who are existing donors to our organization:

____

____

____

____

____

Possible Interests/Involvement

Leadership: ______Banquet Underwriter ______Banquet Promotion ______Bulletin Promotion

______Annual Presentation to Congregation

Giving: ______Monthly Sponsorship/Annual Fund ______Annual Offerings ______Capital Campaign

______Other ____

APPENDIX A – WEB's FIRST AUTOMATED ONLINE RESEARCH PLATFORM

A team of veteran fundraisers asked these questions about prospect research:

1. *Why isn't there an online research platform designed exclusively for nonprofits to identify prospects who indicate that they are charitable givers?*

2. *The Internet has significantly reduced the cost of securing nonprofit management tools, so why isn't there an inexpensive resource to research prospects?*

3. *What fully integrated online service exists where both new prospects can be downloaded and existing donor data can be uploaded to append publically held information?*

DonorScope has been designed to answers these questions & more:

- ✓ DonorScope is the first of its kind online platform that revolutionizes how new prospects can be accessed who advance a nonprofit's mission.

- ✓ DonorScope is easy to access, simple to use and de-mystifies the way new prospects are identified and existing donors are researched.

- ✓ DonorScope has eliminated exorbitant fees for inflated, prospect records with contrived and meaningless data. DonorScope takes the guesswork out of prospect research by supplying you the information you need MOST to succeed.

- ✓ DonorScope is built from the ground up with you, the nonprofit executive, in mind. While many consumer-prospecting services are available, none of them were designed to meet the unique needs of organizations that rely on philanthropic support.

- ✓ DonorScope is a exclusive data-mining tool that consolidates fragmented data into a true, single-source of market intelligence. DonorScope ensures that nonprofits secure donor prospects who will support Operations, Capital and Endowment campaigns, in a fraction of the time and cost of traditional donor research services.

- ✓ DonorScope is developed by a team of veteran fundraisers who have spent their entire careers advancing the common good on behalf of the nonprofit sector. These accomplished practitioners have raised millions of dollars and their collective work has resulted in the creation of DonorScope.

- ✓ DonorScope is, most importantly, affordable. You will be able to quickly see that the small cost invested in using DonorScope will provide big returns.

Three simple features - how DonorScope works:

#1 Select Prospects (download) – New Donor Acquisition
#2 Append Prospects (upload) – Wealth & Patterns of Giving Overlays
#3 Compile Prospects (training) – Tutorials, Videos & Audio Trainer

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#1 Download Prospects – New Donor Acquisition

You can start today (at no cost) by visiting DonorScope.com to find out how many donor prospects are available in any geographic region, who could support your nonprofit organization.

Here's a sample of how it works… login to DonorScope.com and receive a count of the number of individuals within a zip code radius of your choosing who have a net worth of $1,000,000 or more who've indicated they give charitable gifts. *Here's an actual DonorScope query:*

After you've received your custom count, you can purchase the names and complete contact information of every prospect identified. The process is automated and will be emailed to you within minutes in an Excel spreadsheet format.

Here's a sample of a DonorScope Download Prospect Select:

	A	B	C	D	E	F	G	H	I	J
1	FIRST	LAST	ADDRESS	CITY	ST	ZIP	DWELLING	INCOME	HOME VALUE	NET WORTH
2	Levant	Graham	940 T St NW	Washington	DC	20001	S	K	P	10
3	Daniel	Attridge	916 G St NW	Washington	DC	20001	A	I	P	10
4	Richard	Delaney	1916 11th St NW	Washington	DC	20001	S	K	P	10
5	Anthony	Furano	916 G St NW	Washington	DC	20001	A	I	P	10
6	Benjamin	Olsen	914 T St NW	Washington	DC	20001	S	J	P	10
7	Heath	Knakmuhs	928 T St NW	Washington	DC	20001	S	J	P	10
8	Chu	Moy	511 H St NW	Washington	DC	20001	S	L	P	10
9	Heather	Busam	946 T St NW	Washington	DC	20001	S	J	P	10
10	John	Bode	100 4th St NE	Washington	DC	20002	S	L	P	10
11	Oakley	Cheney	228 7th St NE	Washington	DC	20002	A	J	P	10
12	Rafael	Araya	116 12th St NE	Washington	DC	20002	A	K	P	10
13	John	Benvegar	421 4th St NE	Washington	DC	20002	S	L	P	10
14	Stacy	Harbison	125 11th St NE	Washington	DC	20002	A	J	P	10
15	Barry	Pershkow	656 Massachusetts Ave NE	Washington	DC	20002	S	J	P	10
16	John	Burst	623 Maryland Ave NE	Washington	DC	20002	S	J	P	10
17	David	Holmes	919 Massachusetts Ave NE	Washington	DC	20002	A	J	P	10
18	Edward	Paglee	123 11th St NE	Washington	DC	20002	S	J	P	10
19	James	Mccrery	900 Massachusetts Ave NE	Washington	DC	20002	A	J	P	10
20	Elaine	Chao	217 C St NE	Washington	DC	20002	S	L	P	10
21	Matt	Kibbe	111 3rd St NE	Washington	DC	20002	A	L	P	10
22	Steven	Glaze	324 E St NE	Washington	DC	20002	S	J	P	10
23	Sharon	Newsome	116 4th St NE	Washington	DC	20002	A	L	P	10
24	Barton	Hacker	150 12th St NE	Washington	DC	20002	S	H	P	10
25	Haywood	Powell	321 E St NE	Washington	DC	20002	A	L	P	10

Dwelling Type:

S	Single family
A	Multi-Family dwelling unit
M	Marginal Multi-Family dwelling unit
P	Post Office Box

Estimated Current Home Value:

A	\$1,000 - \$9,999
B	\$10,000 - \$24,999
C	\$25,000 - \$39,999
D	\$40,000 - \$59,999
E	\$60,000 - \$79,999
F	\$80,000 - \$99,999
G	\$100,000 - \$119,999
H	\$120,000 - \$139,999
I	\$140,000 - \$159,999
J	\$160,000 - \$199,999
K	\$200,000 - \$249,999
L	\$250,000 - \$349,999
M	\$350,000 - \$449,999
N	\$450,000 - \$749,999
O	\$750,000 - \$999,999
P	\$1,000,000 +

Estimated Household Income:

A	\$1,000-\$14,999
B	\$15,000-\$24,999
C	\$25,000-\$34,999
D	\$35,000-\$49,999
E	\$50,000-\$74,999
F	\$75,000-\$99,999
G	\$100,000-\$124,999
H	\$125,000-\$149,999
I	\$150,000-\$174,999
J	\$175,000-\$199,999
K	\$200,000-\$249,999
L	\$250,000+

Estimated Net Worth:

01	Less than \$25,000
02	\$25,000 - \$49,999
03	\$50,000 - \$74,999
04	\$75,000 - \$99,999
05	\$100,000 - \$149,999
06	\$150,000 - \$249,999
07	\$250,000 - \$499-999
08	\$500,000 - \$749,999
09	\$750,000 - \$999,999
10	\$1,000,000 plus

#2 Upload Existing Prospects – Wealth & Patterns of Giving Overlays

Don't prejudge your own internal mailing list of existing contacts. Until you've properly researched your file you won't know which existing friends, patrons or volunteers have the financial ability to support your nonprofit's mission.

Upload your file today (at no cost) to find out the number of wealth overlays that can be appended to each of your prospects or donors. After DonorScope has determined the number of overlays available, you can purchase the appended data to ensure that you're cultivating the right individuals who are already know and appreciate your organization.

Here's a sample of a DonorScope Wealth Append Return:

ZIP	ADDRESS1	CITY	ST	LAST	FIRST	AGE	EDUCATION	MARITAL	HOUSEHOLD INCOME	NET WORTH	HOME VALUE	RESIDENCE	CHILDREN
21042	10029 American Way	Ellicott City	MD	Doe	John	51-55	Bach Degree	Married	H= $125000-$149999	$1000000 plus	$450000 - $749999	30 Years	Confirmed Presence of Children
87501	10030 American Way	Santa Fe	NM	Doe	John	71-75	Grad Degree	Married	E= $50000-$74999	$1000000 plus	$1000000 +	24 Years	Inferred No Children Present
22066	10031 American Way	Great Falls	VA	Doe	John	61-65	Grad Degree	Married	H= $125000-$149999	$1000000 plus	$1000000 +	23 Years	Inferred No Children Present
20902	10032 American Way	Silver Spring	MD	Smith	John	46-50	Bach Degree	Single	E= $50000-$74999	$50000-$74999	$250000 - $349999	8 Years	Inferred No Children Present
20854	10033 American Way	Potomac	MD	Doe	Jane	26-30	Grad Degree	Single	L= $250000+	$1000000 plus	$1000000 +	5 Years	Inferred No Children Present
20852	10034 American Way	Rockville	MD	Doe	Jane	41-45	Grad Degree	Married	I= $150000-$174999	$1000000 plus	$250000 - $349999	10 Years	Inferred No Children Present
22030	10036 American Way	Fairfax	VA	Doe	Jane	51-55	Grad Degree	Married	L= $250000+	$1000000 plus	$750000 - $999999	23 Years	Inferred No Children Present
20854	10037 American Way	Potomac	MD	Doe	Jane	66-70	Grad Degree	Married	E= $50000-$74999	$1000000 plus	$200000 - $249999	35 Years	Inferred No Children Present
17340	10038 American Way	Littlestown	PA	Smith	Jane	51-55	HS Diploma -	Married	F= $75000-$99999	$150000-$249999	$350000 - $449999	2 Years	Inferred No Children Present
21403	10039 American Way	Annapolis	MD	Doe	John	56-60	Some College	Married	I= $150000-$174999	$1000000 plus	$450000 - $749999	20 Years	Inferred No Children Present
21120	10040 American Way	Parkton	MD	Doe	John	51-55	HS Diploma -	Married	G= $100000-$124999	$750000-$999999	$450000 - $749999	24 Years	Confirmed Presence of Children
20910	10041 American Way	Silver Spring	MD	Jones	John	71-75	HS Diploma -	Single	C= $25000-$34999	$1000000 plus	$450000 - $749999	25 Years	Inferred No Children Present
20855	10042 American Way	Rockville	MD	Doe	John	61-65	Grad Degree	Married	E= $50000-$74999	$1000000 plus	$350000 - $449999	18 Years	Confirmed Presence of Children
22307	10043 American Way	Alexandria	VA	Doe	John	61-65	Grad Degree	Married	L= $250000+	$1000000 plus	$750000 - $999999	12 Years	Inferred No Children Present
20833	10044 American Way	Brookeville	MD	Doe	Jane	46-50	Bach Degree	Married	K= $200000-$249999	$1000000 plus	$450000 - $749999	16 Years	Confirmed Presence of Children
20886	10045 American Way	Montgomery	MD	Jones	John	19-25	Grad Degree	Married	J= $175000-$199999	$250000-$499999	$450000 - $749999	6 Years	Confirmed Presence of Children
38139	10046 American Way	Germantown	TN	Doe	John	46-50	Less than HS	Married	J= $175000-$199999	$750000-$999999	$450000 - $749999	5 Years	Confirmed Presence of Children

#3 Prospect Acquisition Training – Tutorials, Videos & Audio Trainer

The DonorScope Team has developed a comprehensive Donor Prospecting Training System via online Tutorials, Video Instruction and Audio Trainers providing nonprofits the preparation they need for fundraising success. DonorScope's online Training System includes:

A. **List Compilation Training:** a) Internal Lists, b) Secured Lists, c) Community Lists

B. **List segmentation Training:** a) Constituency, b) Proximity, c) Transactions

C. **Data Management Training:** a) Database Tracking, b) Consumer's Guides

D. **Prospect Research Training:** a) Online Tools, b) Peer-To-Peer Info Gathering, c) Data Profiling

DonorScope Cost Comparison:

DonorScope pricing has been designed to make prospect research affordable for every nonprofit regardless of size or budget. Here's how DonorScope compares to other research tools.

Select Prospects - *Download names and addresses of donors whose net worth exceeds $1,000,000 who live across town or the nation.*

	Annual Subscription	Download New Donor Names and Addresses
DonorScope	None	as low as.12/Record
Wealth Engine	$2,500	Service Not Provided
Wealth Point	$895	Service Not Provided

Price will vary based on the criteria selected and the number of records available. You are only charged for the number of records purchased.

Append Prospects - *Upload your own internal list to add publically held information to each record in your file. Here's what data will be appended to your file:*

	Annual Subscription	What You Can Upload	What You're Billed For	Price Per Record	Minimum Order	Turnaround Time	Import Back Into Existing Database
DonorScope	None	First Name/Last Name/ City/State/Zip **OR** First Name/Last Name/ Email Address	Only data appended to your list*	as low as .24/Record	$100	24 hours or less	Yes
Wealth Engine	$2,500	First Name/Last Name/ City/State/Zip ONLY	Number of Records Uploaded	.40/Record	$250	Five Days	Yes
Wealth Point	$895	First Name/Last Name/ City/State/Zip ONLY	Number of Records Uploaded	.95/Record	$1,425	Five Days	Yes

**Data that will be appended to your file: Net Worth - Income Range - Home Value - Marital Status - Presence of Children - Home Ownership - Length of Residence - Business Owner - Home Business - Education - Occupation - Gender - Age Range*

Compile Prospects - *Organize lists of known community champions and donors in your city who could join your mission*

	Annual Subscription	Compile Training
DonorScope	None	Complimentary
Wealth Engine	$2,500	Service Not Provided
Wealth Point	$895	Service Not Provided

Where does this information come from?

Experian

A world of insight

Having an accurate understanding of your prospect's financial capacity before you create a cultivation plan improves the development experience for both the donor and your team. That’s why securing data that you can rely on is key to successful solicitations.

Experian data is tested, validated, cleansed and then combined using Experian's proprietary modeling to create the most accurate and comprehensive repository of donor prospect marketing information available. This process sets DonorScope apart from other data suppliers who typically rely on secondary sources. Since data is acquired directly from the original source the end result is that nonprofit’s are provided the most accurate and complete picture available of a donor’s potential to invest your important cause.

IMPORTANT: Many wealth screening services cite all sorts of data sources that in actuality do not provide information that contributes to understanding an individual’s net worth. Quite often these sources may assist in researching the specifics of a prospect's volunteerism or community leadership but in no way shape or form contribute to net worth determination.

Experian extrapolates net worth by determining the net difference in an individual’s or families’ assets minus their liabilities. The model measures:

- Liquid assets as well as fixed assets including the value of a primary residence, the cash value of insurance, collectibles, real estate, and other investments.

- Liabilities include mortgages, auto loans, student loans, home improvement loans, credit card balances, other personal loans, and balances on other lines of credit.

Experian’s net worth model is based on the following sources:

- - Experian Credit Reports
- - Security and Warranty Deeds
- - Tax Assessor Files
- - U.S. Census Data
- - Mail Order Transactions
- - Product Registrations

Net Worth is updated monthly and averages 200,000 modifications every thirty days with an approximate annual update of 2,500,000 records.

AUTHOR – MAJOR DONOR PROSPECT IDENTIFICATION

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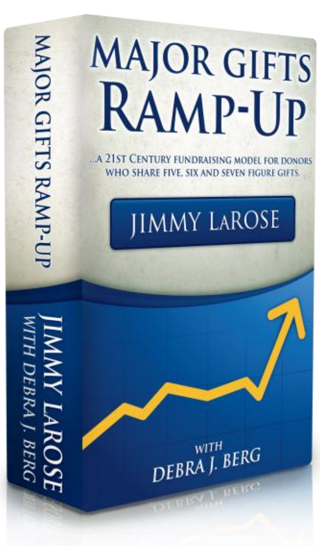
James P. LaRose, CFRE, CNC known around the world as “Jimmy LaRose the Fundraiser's Fundraiser," continues to transform nonprofit executives tasked with the raising of money in a tumultuous 21st Century economy. His passion for the nonprofit sector is without bounds and his love for the leaders who serve is unparalleled. His heroes are those men and women of the charitable world who lay down their lives daily for the hurting and the hopeless. He’s spent the last twenty years supporting executives, volunteers, staff and board members across six continents who spend themselves in service to others. Jimmy is fond of sharing with professionals that, "Money chases after ideas, and there will always be generous people who will amply support a great dream backed by a sound plan." Jimmy is the founder of the National Development Institute, Development Systems International and ProPlatforms.com. He is the author of the internationally recognized fundraising series MAJOR GIFTS RAMP-UP and is the designer of the MAJOR GIFTS RAMP-UP CLOUD, a complete back-office for nonprofit executives. Jimmy led the design team that established Certified Nonprofit Consultant (CNC), a credentialing process that supports nonprofit executives committed to sharing their management experience with their peers. He is the co-founder of the CauseCause.com platform, an online social media community network that supports citizens of the world committed to advancing the common good. He is the co-founder of DonorScope.com, a web-based research portal that identifies philanthropists, altruists, and leaders and their capacity to give to causes for which they personally care. Jimmy has been credentialed by the National Development Institute as a Certified Nonprofit Consultant (CNC) and holds the Certified Fund Raising Executive (CFRE) certification. He is the founding President of the Western Maryland Chapter of the Association of Fundraising Professionals (AFP) and is a graduate of AFP's Faculty Training Academy (FTA) and has been named by the AFP as a “Subject Matter Expert” on the raising of money. Jimmy has also served as a specialist with the U.S. State Department's Speakers Bureau and has traveled the world working with embassies, foreign governments, and leaders to promote philanthropy and civil society in developing countries. He is a graduate of Indiana University's Executive Leadership Program, Indianapolis, IN, the National Planned Giving Institute, Memphis, TN, Tennessee Temple University, Chattanooga, TN and the Word of Life Bible Institute, Schroon Lake, NY. Rev. LaRose was ordained as minister of the gospel by the Ecumenical Church of Christ in 2010 to further support his service to the hurting and the hopeless around the world. Jimmy and his wife Dianne make their home in Columbia, SC and are blessed with three children and three grandchildren.



JAMES P. LAROSE COMPANIES

ADDITIONAL ONLINE FUNDRAISING RESOURCES:

www.JimmyLaRose.com
www.ConsultingCertification.org
www.DonorScope.com
www.PAXglobal.com
www.FundraisingFarmer.com
www.facebook.com/nonprofitdevelopment
www.MajorGiftsRampUp.com
www.NonprofitConferences.org
www.Development.net
www.eMediaFundraising.com
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