

## RESEARCH WEALTHSCORE



Easily identify donors with the highest capacity to give by using the industry's only solution that focuses on liquid wealth – all without paying annual minimums or subscription fees.

Identifying only those specific donors that are most able to give and give the greatest amount is quite a challenge. But doing so while also minimizing fundraising campaign expenses and avoiding long-term service contracts or other financial commitments has been nearly impossible in the past.

In response to this market need, DonorFinder developed WealthScore, a data solution that provides the critical information you need to understand the giving capacity of your donors. But, unlike many other solutions, DonorFinder's WealthScore doesn't require donors to commit to an annual purchase amount or a subscription to a web site or other software. Instead, it allows you to pay only for the services that you need and delivers a broad range of benefits, such as:

- Scores from 1-10 for each name on your list, indicating their relative ability to give (rank ordered, with 1 being the highest and 10 the lowest)
- Additional data that is critical to focusing your research, including estimated net worth, income, home value, presence of children and charitable giving behavior
- Industry leading matching accuracy to ensure that we've matched the right information to your donors

It's important to realize that the value of wealth score data is only as good as the accuracy of the matching technology it uses. Otherwise there is no way to ensure that your donors are correctly identified and matched to the right financial data. Our technology, which is the basis for our proprietary wealth scoring process, gives you the confidence that every fundraising dollar spent will work hard to meet your goals.

### WEALTHSCORE AT-A-GLANCE

#### The Challenge

- Improve fundraising results
- Gain a clear understanding of why donations are dropping and how to address it
- Work with smaller development budgets
- Access needed information without being charged annual subscription fees

#### The Need

- Identify the best donors by using the most accurate giving capacity data available
- Limit fundraising expenses while capturing as many donations as possible
- Gain a thorough understanding of the characteristics that drive donation behavior

#### The Bottom Line

- Access high quality data without an annual subscription fee
- Boost fundraising results by soliciting the donors with the highest propensity to give
- Focus limited research time and expense on the most promising donors

# RESEARCH WEALTHSCORE

Advance your development efforts, but only pay for services you need. We have powerful fundraising solutions to address your specific goals.

## Wealth Scoring: Understanding Individual Giving Capacities

DonorFinder's WealthScore builds on your existing profile, helping development professionals to focus research and outreach on current and potential donors with the greatest capacity to give. And beyond the score itself, which ranks individuals based on giving capacity, WealthScore also provides critical data to help focus your research – including estimated net worth, income, home value, presence of children and an indication of charitable giving behavior.

## Building Custom Analytics: Identifying Most Likely to Give

However, if you need to know who is most likely to give or how much they might donate, DonorFinder's Custom Analytics can help. Beyond a wealth score, a custom model built for your institution will help target fund raising activity and limited budgets on the donors and potential donors not only with the most capacity to give, but also the most likely to give.

## The DonorFinder Difference

By using a full range of data resources, powerful analytics and advanced donor database technology, our knowledgeable team of fundraising experts have been working with leading hospitals, schools, universities and other non-profits since 2001 to help them quickly achieve their development goals. We are committed to understanding your needs and helping to guide you through the entire fundraising process – from identifying which donors are most able to give and give the greatest amount, and providing impartial recommendations regarding the nation's leading data compilers, to managing data hygiene and enhancement. Perhaps that's why the top 10 non-profits use DonorFinder – the most widely accepted locate-and-research service available today.

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