4 Ways to Make Your Prospect Research Easier
An AlumniFinder Search Guide

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AlumniFinder Search, located within the AlumniFinder Online portal at www.alumnifinderonline.com, is designed specifically for development and fundraising professionals to effortlessly research alumni and donors. With AlumniFinder Search, you’ll be able to quickly locate updated contact information such as your prospect’s most recent address, telephone number and much more.

In this guide, we’ll talk about the prospect research you can perform to locate the information that will help you bring donors to the table, including:

- Finding a prospective or existing donor’s current address, cell phone or other contact data
- Developing a strategy for engaging a donor
- Getting updated information about a donor you haven’t had recent contact with
- Understanding a donor’s capacity to give

We’ll also share tips for quickly using the AlumniFinder Search system to make it easier for you to navigate to the information you want to find!
Updating Contact Information for Donors and Alumni

Following a phone-a-thon or delivery of a fundraising appeal, you may realize that some of your donor information is no longer accurate. In fact, industry studies show that the average consumer database is decaying at a rate of 25-30% each year. Maintaining your database with updated information is one of the most effective ways to ensure that you’re not wasting valuable marketing dollars or missing out on essential donor support due to erroneous data.

When you need to update mailing addresses, phone numbers or email addresses for key alumni or donors within your database, AlumniFinder Search offers precision searches and comprehensive prospect reports. With AlumniFinder’s proprietary locate and research platform, you can use a variety of quick search tools to find the most important contact details you need for fundraising success.

Some of the most frequently accessed contact detail searches include:

- Email Search
- Phone Search (Basic)
- Phone Search (Premier)
- Reverse Phone Search

Email Search
Locate an email address for a given individual or identify the owner of an email address that exists within your database.

Phone Search (Basic)
Utilize landline telephone data from Regional Bell operating companies to verify the phone information that you enter.

Phone Search (Premier)
Expand your search to include phone numbers not commonly published, including cell phones and unlisted numbers.

Reverse Phone Search
Use published landline records to identify the owners of telephone numbers within your database.
Establishing an engaging strategy that plays to the things your alumni and donors care about most becomes easier with data-driven intelligence. It’s important to be able to find key details about a new potential donor (or key active donors) so you can go to a call or meeting fully prepared.

That’s where a Prospect Summary Report from AlumniFinder Search can be a valuable tool for giving you the key prospect details that you need.

The Prospect Summary Report utilizes a simple format and includes the information about a prospective (or current) donor that fundraising and development professionals need. Customizing your Prospect Summary Report is easy — simply check off the boxes to add the information you’re looking for and leave off the rest — research and reporting made stress free.

Your prospect’s data is displayed in detailed categories that feature a variety of actionable insights.

**Overview and Indicators**
Subject Information, AKAs, At Work, Summary Information, Address Summary, and Others Associated with the Subject’s SSN

**Legal**
Bankruptcy Detail and Liens and Judgments

**Communications**
Phone and Email Information

**Wealth and Lifestyle**
Property, FAA Aircraft Detail, Watercraft, Hunting and Fishing Licenses, and Voter Registration

**Relations**
 Featuring Associations, Family Relationships, Neighbors, and Relationships through Marriages/Divorces
Finding Donor Life Event Information

It's important to stay up-to-date on the latest life events of your key alumni and donors — data can help. Whether you are trying to find details about a marriage, a move, or just hobbies that might matter to your prospective donor, AlumniFinder Search offers tools to find these important details.

For a quick and easy update about a donor’s life events or to find their favorite activities, these searches can provide you with a useful guide.

- Marriage Search
- Deceased Search

Knowing what is happening in your donor’s life makes it easier to connect with the person on a more personal level, so take advantage of this data to help you with your fundraising efforts.

Marriage Search
View marriage and divorce filings along with the county and state where the filing was recorded; in some cases, the number of children in the household may be included.

Deceased Search
Identify members of your base that have passed in order to prevent their families from receiving unwanted mail.

Prospect Summary Report
Use the “Wealth and Lifestyle” information included within this report to identify the hobbies of your potential donors.
Before taking the time and spending the budget dollars to meet with a prospective donor, you’ll want to know whether or not they are able to give to your cause.

Performing wealth searches can help you better understand a prospect’s capacity to give. Finding relevant information can help you make an informed judgment about whether or not a person you’ve met is worth pursuing as a donor; this is particularly valuable if you’ve only met someone briefly or don’t have a significant relationship with the individual.

AlumniFinder Search offers several different options for you to identify a potential donor’s capacity to give. In addition to a detailed Prospect Summary Report, which gives Wealth and Lifestyle data, the following searches are available:

- Marriage Search
- Bankruptcy Search
- Judgment Search
- Property Search (Deed)
- Property Search (Assessment)
- Aircraft Search
- Watercraft Search

With all of this useful information at your disposal, you’ll be able to create an overview of a potential donor’s finances and whether or not they can support your cause. Based on determining information like home value or aircrafts present, you can also formulate an appropriate ask amount from your potential donor.
Marriage Search
Locate marriage and divorce filings associated with your alum or donor

Bankruptcy Search
Access both personal and business bankruptcy filings from the United States Bankruptcy District Courts; information is updated daily Monday - Friday

Judgment Search
Search for judgments and liens associated with a given individual or business

Property Search (Deed)
Examine property information related to deed transactions; records are updated as transactions are recorded

Property Search (Assessment)
Search for information associated with the property assessment; records are updated annually

Aircraft Search
Query Federal Aviation Administration (FAA) records to determine which of your alumni or donors owns an aircraft; searches by Aircraft Number are available

Watercraft Search
Identify alums and donors that own a watercraft; search by Hull ID and Vessel Name
When you need to be armed with knowledge about your donors, using these search methods can help you find what you need. Whether it’s uncovering the basics to get in touch, figuring out what interests your donors, identifying a new donor’s capacity to give or even learning what you can to approach a new conversation, AlumniFinder Search offers resources to help you.

AlumniFinder Search doesn’t require any tricky software or long-term contracts, and has been designed to specifically fit the needs of advancement and development professionals researching donors. Get started by visiting www.alumnifinderonline.com.

If you need further assistance updating records or identifying prospective donors, AlumniFinder can help with achieving these goals. Please call 888-732-0581 today.
About AlumniFinder

Since 2001, AlumniFinder, a leading locate and research solution provider, has helped both higher education and nonprofit institutions quickly achieve their development goals by implementing a full range of data resources, powerful analytics, and advanced donor database technologies. Our dedicated team of knowledgeable fundraising experts is committed to understanding your needs and helping guide you through the entire fundraising process, from identifying giving potential to managing data enhancement and hygiene.