

# AlumniFinder Custom Modeling and Analytics

Identify alumni and donors who are most likely to give and give the most

Finding the most charitable alumni for annual, major or planned giving is essential to your fundraising success — especially when you have limited resources to do so. That's why we offer AlumniFinder Custom Modeling and Analytics, statistically-driven models custom built for your institution and designed to maximize donations and face-to-face solicitations, while minimizing campaign-related expenses.

Imagine the ability to understand an alumni's likelihood to give across your entire database. With our Custom Modeling and Analytics solutions, that's exactly what you'll achieve.

## Finding the Alumni Most Likely to Give

What has been missing in fundraising efforts is a way to predict giving behavior — until now. Custom Modeling and Analytics allows you to focus your next campaign on the alumni believed to be the most generous. We build a custom statistical model that will help you rank your alumni from the most likely to give, to the least likely to give.

More than 1,000 consumer attributes are considered in the building of each model, such as demographics, lifestyles and wealth characteristics. Most importantly, the model is built exclusively for your institution and is based solely on the unique relationship you have with your alumni.



## Product Specifications

### Wealth Scoring: Understanding Individual Giving Capacities

AlumniFinder's WealthScore™ helps development professionals focus on research and outreach for individual alumni with the most capacity to give. And beyond the score itself, which ranks your alumni/donors based on giving capacity, Wealth Scoring also provides critical data to help focus your research, including:

- Estimated Net Worth
- Home Value
- Indicators of Charitable Giving Behavior
- Estimated Income
- Presence of Children

### Building Custom Analytics: Identifying Alumni Most Likely to Give

When you need to know which alumni are the most likely to give, AlumniFinder's Custom Modeling and Analytics can help. A custom model made for your institution will help target fundraising activities (and valuable marketing dollars) on the alumni with the most capacity to give and give the most generously.

## The AlumniFinder Difference

For over a decade, AlumniFinder's fundraising experts have helped leading higher education and non-profit institutions quickly achieve their development goals — using a full range of data resources, powerful analytics, and advanced donor database technologies. From identifying 'giving potential', to managing data hygiene and enhancement, we are committed to understanding your needs and helping guide you through the entire fundraising process.

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