

# Wealth Screening

Identify an individual's capacity for giving as well as the likelihood that they will support your mission

Known to provide the most detailed wealth and philanthropic profiles in the industry, AlumniFinder's Wealth Screening, powered by DonorSearch, provides a detailed look into a prospect's wealth and philanthropic tendencies to outline both capacity and inclination to give.

With Wealth Screening, a combination of public record data, proprietary philanthropy databases, and algorithms are coupled with an intensive manual screening process to give you a complete picture of current and future donors. The key to Wealth Screening's ability to improve fundraising results lies in our identification of past giving to nonprofits, which is a much stronger indicator of future giving than simply wealth alone.

## Manual Verification Processes Increase Accuracy

Added to our screening service, at no additional cost to you, is a manual review of your top prospects from each search. In-house prospect research specialists manually verify information, raising the accuracy rate of the data to 90% — the highest in the industry. This process saves valuable time for your development officers during the top prospect qualification phase and allows them to move quickly into the cultivation stage.

## Online Searches, On Demand

Complete searches for individuals or utilize our batch options, both of which are available online for your convenience. Wealth Screening results are returned to you via our online tool, and can be imported into any major donor management system or delivered via CSV. Our integration capabilities allow you to further analyze the data and easily apply it to your fundraising and outreach efforts. And with Wealth Screening, training and customer support are always available and can be customized to meet the individual needs of your organization.



## Wealth Screening Searches

### Integrated Search

Our most comprehensive prospect research tool, the Integrated Search delivers philanthropy, wealth, and detailed analytics in an easy-to-use format. Organizations can research in-depth information on any prospective donor, formulate ask amounts, and identify an engagement strategy. Report results include: in-depth philanthropy, political giving, real estate ownership, and much more.

### Prospect Generator

One of the best places to find new prospects is on the donation list of similar organizations — those that share your mission and geographical location among other common factors. Prospect Generator allows you to identify donors that have given loyally to these types of groups. You can also research fundraising efforts initiated by other organizations to see how your initiatives compare. Links to outside information on these organizations make completing additional research and analysis an easier process.

### Gift Search

With Gift Search you are able to search for all of the gifts given by an individual, couple, foundation, or organization. At a glance, you will see the types of causes and organizations a donor supports along with giving patterns. Results can be filtered by amount, state, year, and other criteria. Additional benefits of Gift Search include access to annual reports where donations are named.

### Planned Giving Identification

According to surveys, 40% of all planned giving donations come from donors who have not given large gifts in the past and are unknown to the organization's development officers. Finding donors who plan to make sizable bequests to your organization is very different from identifying the donors who can make major gifts. With Planned Giving Identification, we are able to use sophisticated modeling and analytics to identify the donors who are most likely to support your organization with a substantial legacy gift.

## The AlumniFinder Difference

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.

To find your best donors,  
contact your Account Representative at 888-732-0581.

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