DonorScore

Identify supporters with the highest capacity and likelihood to give

Determining which alumni and donors are the most able to give — and who are likely to make a contribution — is certainly a challenge. While wealth identification solutions do exist, they frequently include additional campaign expenses or long-term service contracts.

AlumniFinder is pleased to offer DonorScore, a data-driven solution that provides critical information needed to understand the giving capacity of your alumni or donors as well as their likelihood to give to your cause. With DonorScore, you won't need to commit to an annual purchase amount, purchase specialized software, or subscribe to a web-based service. Instead, you'll pay only for the services that you need and in return, you'll access a broad range of profile data including:

- A proprietary score applied to each alumni/donor record on your database that is indicative of their ability to give (and likelihood of making a donation)

- Additional data that is critical to focusing your research, including estimated net worth, income, presence of children, charitable giving behavior, property data, real estate investments and more

- Industry-leading matching accuracy to ensure that we've applied the correct information to your alumni/donor records

- The ability to accurately segment campaigns and direct your messages to the alumni or donors with the highest capacity and likelyhood to give

- A detailed understanding of prior giving history to help drive donation activities and philanthropic behaviors

To understand the giving capacity of your alumni and donors, contact Alumnifinder today at 888-732-0581.

Alumni Finder
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www.alumnifinder.com

Product Specifications

Advance your development and fundraising efforts, but pay only for the services you need. With AlumniFinder, you'll have access to powerful solutions to address your specific goals.

Wealth Scoring: Understanding Individual Giving Capacities

AlumniFinder's DonorScore builds on your existing alumni or donor profile, helping development and fundraising professionals to focus research and outreach on the alumni and potential donors with the greatest capacity to give. And beyond the score itself, which ranks individuals based on giving capacity and likelihood of making a contribution, DonorScore also provides critical data to help focus your research, including:

- WeathScore
- Presence of Children
- Number of Properties
- Capacity to Give
- Net Worth
- Real Estate Estimate
- Donates to Charitable Causes
- DonorScore Ratings
- Income
- Number of Gifts
- DonorScore

Building Custom Analytics: Identifying Donors Most Likely to Give

If you need to know more about who is the most likely to give or how much they might donate, AlumniFinder's Custom Analytics can help. Beyond a wealth score, a custom model built specifically for your institution or organization will help further target fundraising activity on the alumni and potential donors not only with the most capacity to give, but who are the most likely to give.

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.

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