



DONORSCAPE™ IDENTIFICATION

Identify Your Best Prospects

Your Challenge

You want to make the most of your time and resources to identify the best prospects for your Planned, Annual, and Major giving efforts or an upcoming capital campaign. You want a prospect screening service that lets you hit the ground running—enabling you to research prospects immediately and easily to achieve fundraising results now and into the future. **DONORSCAPE IDENTIFICATION** will get you running towards your goals.

Our Solution

DONORSCAPE IDENTIFICATION is the most accurate prospect rating service available for identifying constituents most likely to make gifts to your organization.

Using custom-built statistical models that identify constituents who share the same characteristics of your organization's top donors and those with the ability to increase their level of support, **DONORSCAPE IDENTIFICATION** provides propensity ratings for Major, Planned, and Annual gifts for each constituent, allowing you to identify and rate prospects with precision.

Only **DONORSCAPE IDENTIFICATION** uses three sources of information to build models that ensure your organization identifies the greatest number of prospects—new prospects you were not aware of and those with the ability to increase their level of support.

- Client-supplied constituent data—such as affiliations, past giving, and other relationships.
- Up to 20 pieces of externally obtained demographic and wealth information data—such as age, estimated household income, home market value, occupation, length of residence, and Claritas' PRIZM codes.
- Historical giving benchmarks developed from screening more than 50 million giving records to date.

Read on to see how **DONORSCAPE CAPACITY** will help you tap into the full potential of your top donors.

Our Experience

DONORSCAPE prospect screening services, developed by Grenzebach Glier & Associates, combines GG&A's expertise in non-profit fundraising with reliable and extensive data sources. GG&A's understanding of development and our access to critical data lets us deliver the most comprehensive information in an easy-to-use manner. Instead of losing time learning a complicated database, your staff can easily and instantly access all of your prospect data in our Web-based application; creating reports, queries, and direct mailings immediately.

For more information, call **(231) 360-1776** or e-mail **drew@elusen.com**.

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