

Wealth and Philanthropic Screening

- Overview
- What is it?
- Similar Concepts - Modeling and data mining
- Why is it used?
- Why major gifts?
- When is used?
- What does it cost?
- Examples
- Appendices
 - How many major gift prospects in Baltimore Washington area?
 - Markers of philanthropy by data source

Wealth and Philanthropic Screening

- What is it?
 - Practice of comparing a copy of the nonprofit's donor database to external databases.
 - To learn new information about the prospects.
 - Ideally it is information specific to an individual or household about giving, assets and affiliations.
 - Currently, it can include real estate values, real estate descriptions, owner ship in multiple states, SEC insider stock positions, SEC insider option positions, SEC insider reported compensation, business ownership, board positions with foundations, nonprofits, and companies, political giving, charitable gifts to other organizations, biographical information, ages, and more.

Wealth and Philanthropic Screening

- Similar Concepts

- A source of confusion is bundled with modeling and/or some form of data mining.
 - Modeling is a statistical exercise that looks at your existing giving information, some external demographically based data to profile prior donors.
 - This data describes the area around the individual, often based on census data for zip+4 areas, which is based on averages/projections from census sampling.
 - Estimated income , Estimated home value.
 - Combined with purchasing information, psychographic profiles that group people based on their age, race, life cycle, spending habits, interests.
 - People with similar profiles are expected to act in similar ways.
 - Data mining looks at internal variables to predict.
- Both are better for annual and planned giving.

Wealth and Philanthropic Screening

- Why is it used?
 - Purpose of screening is to find new opportunities among existing constituents.
 - Where are the best opportunities to ask for more.
 - It is prospect identification exercise, principally major gift prospects.
 - Major gift is the transfer of cash or assets from a person or business or organization to the nonprofit.
 - More than an annual. Usually the result of a high touch marketing effort.

Wealth and Philanthropic Screening

- Why major gifts?

Assume \$1,000 provides one year of care for children orphaned by the African AIDS epidemic.

- Donor 1** gives the nonprofit an average of \$150 per year and they are on the file for 20 years. **\$3,000 lifetime value.**

- Donor 2** gives the nonprofit an average of \$250 per year and they are on the file for 20 years. **\$5,000 lifetime value.**

- Donor 3** gives the nonprofit an average of \$250 per year for 5 years and is identified as a major gift prospect and agrees to for a 5 year pledge of \$5,000 total and then returns to the \$250 level for 10 more years. **\$8,750 lifetime value.**

- Donor 4** gives to the nonprofit an average of \$250 for 5 years, agrees to a 5 year \$5,000 major gift pledge, and resumes annual giving at \$500 a year. **\$11,250 lifetime value.**

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- When is it used?
 - It is almost always accompanied by a commitment of the nonprofit to pursue major gifts.
 - New VP hired to raise “more money”.
 - New Executive Director or President hired to “expand” the scope of the operation.
 - Existing management want to “take it to a new level”.
 - A campaign is under consideration, in the planning stage, in the silent phase, underway, underperforming, closing out.
 - A consultant needs to assess the feasibility or readiness of organization to conduct a capital campaign.
 - An internal perception that the organization needs to change is the catalyst.

Wealth and Philanthropic Screening

- What does it cost?
 - Usually accompanied by an online research tool to get the same data on an ad hoc basis.
 - Below assumes training, implementation assistance and ongoing support are included at no charge.
 - \$1500 – includes wealth and philanthropic review of 1,000 records, detailed profiles for all records and the assessment/qualification of the top 200 prospects.
 - \$4500 – includes philanthropic review of 10,000 records, wealth review and detailed profiles for 2,000 records and the assessment/qualification of the top 200 prospects.
 - \$8000 - includes philanthropic review of 50,000 records, wealth review and detailed profiles for 2,000 records and the assessment/qualification of the top 200 prospects.

Wealth and Philanthropic Screening

- Examples – Giving data
 - Data sources – Waltmans, NOZA, Helen Brown Group, political gifts to Federal campaigns.
 - If people give elsewhere, they are more likely to be generous when you ask.
 - Not a regulatory database so there are gaps in the information.
 - Approximately 65 million gift histories are in the public records.

Wealth and Philanthropic Screening

Revised Totals Report - Copy [Compatibility Mode] - Microsoft Excel

DS Rating	First	M	Last	Last Gift Date	Total Gift Amount	Total Number of Gifts	Assessed	Assessment Questions	Total of Likely Matches	Number of Gift Matches	Fnd Board	Fnd Income	Political Count	Political Total	M-total	Largest Gift Found	Largest Gift Found Lower Range	Capacity Range based on Wealth	Wealth Sort	Real Estate Est	Numb Prope	
2	DS-1-1	Klaus	Aall	McPh	5/4/1994	\$500	1	Yes	\$60,000,000	1	No		0	\$0	\$0	\$60,000,000	\$60,000,000				0	
3	DS-1-1	Roland	S.	Aalmans		\$0	0	Yes	\$29,178,203	59	No		36	\$12,955	\$0	\$24,000,000	\$24,000,000	\$1 million to \$10 million	02	\$242,400	1	
4	DS-1-1	Prentice	Aamodt			\$0	0	Yes	\$10,091,191	31	No		19	\$14,950	\$0	\$5,000,000	\$5,000,000	\$2,500 to \$9,999	07		0	
5	DS-1-1	Graham	Aaronson	6/24/2009	\$1,677,189	26	Yes		\$18,860,341	170	Yes	0.00	61	\$83,335	\$0	\$3,000,000	\$3,000,000	\$100,000 to \$249,999	04	\$470,000	1	
6	DS-1-1	Morrison	Aaronson	9/4/1998	\$500	1	Yes		\$15,514,704	123	No		56	\$27,725	\$0	\$4,999,999	\$2,500,000	\$100,000 to \$249,999	04	\$406,856	1	
7	DS-1-1	Raymond	H.	Abboud		\$0	0	Yes	\$3,028,884	11	No		0	\$0	\$0	\$1,000,001	\$1,000,000				0	
8	DS-1-1	Forrest	Abele	5/7/2009	\$51,673	4	Yes		\$1,049,250	14	No		3	\$3,500	\$0	\$1,000,001	\$1,000,000	\$2,500 to \$9,999	07		0	
9	DS-1-1	Morley	Abele	12/18/2008	\$886,286	11	Yes		\$2,619,846	63	Yes	0.00	50	\$53,200	\$0	\$1,000,000	\$1,000,000	\$250,000 to \$999,999	03	\$1,446,680	2	
10	DS-1-1	Lynn	Gos	Abele		\$0	0	Yes	\$4,839,759	256	Yes	0.00	173	\$217,900	\$0	\$1,000,000	\$1,000,000	\$1 million to \$10 million	02		0	
11	DS-1-1	William	J.	Abele	5/12/1995	\$1,000	1	Yes	\$8,226,451	240	Maybe	0.00	98	\$148,150	\$0	\$999,999	\$500,000	\$250,000 to \$999,999	03	\$5,863,600	2	
12	DS-1-1	Rodger	Pay	Abell	11/6/1996	\$11,530	9	Yes	\$2,168,053	126	No		52	\$86,100	\$0	\$999,999	\$500,000	\$1 million to \$10 million	02		0	
13	DS-1-1	Fay	Abell	7/24/2009	\$628,785	36	Yes		\$843,906	34	No		10	\$21,416	\$0	\$500,000	\$250,000	\$250,000 to \$999,999	03	\$8,313,830	3	
14	DS-1-1	Sumner	R.	Abelson	6/30/1985	\$25	1	Yes	\$580,497	6	No		1	\$500	\$0	\$500,000	\$250,000				0	
15	DS-1-1	Edmund	A.	Abelson	7/30/2008	\$1,000	1	Yes	\$866,967	94	Maybe	0.00	51	\$43,490	\$0	\$499,999	\$250,000	\$250,000 to \$999,999	03	\$15,874,731	2	
16	DS-1-1	Robin	Slat	Abelson	2/18/2004	\$7,775	7	Yes	\$2,024,777	44	No		13	\$20,800	\$0	\$499,999	\$250,000	\$1 million to \$10 million	02	\$3,628,000	1	
17	DS-1-1	Marie	Abhakara			\$0	0	Yes	\$1,761,266	81	Yes	0.00	60	\$80,434	\$0	\$499,999	\$250,000	\$2,500 to \$9,999	07		0	
18	DS-1-1	Waldo	Abhakara	12/19/1986	\$25	1	Yes		\$1,166,757	77	No		51	\$13,025	\$0	\$499,999	\$250,000				0	
19	DS-1-1	Arthur	Abraham	6/7/1996	\$3,675	5	Yes		\$631,313	100	No		34	\$27,000	\$0	\$250,001	\$250,000	\$100,000 to \$249,999	04	\$2,995,800	2	
20	DS-1-1	Josiah	Lee	Abramovitz	4/29/1996	\$600	5	Yes	\$256,793	17	No		1	\$500	\$0	\$250,001	\$250,000				0	
21	DS-1-1	Lucia	Wo	Abramowitz	2/12/2009	\$234,497	35	Yes	\$2,327,740	222	No		108	\$105,200	\$0	\$999,999	\$100,000	\$250,000 to \$999,999	03	\$138,975	2	
22	DS-1-1	Winston	R.	Abrams	7/19/1990	\$75	1	Yes	\$1,055,923	39	No		7	\$1,600	\$0	\$499,999	\$100,000	\$25,000 to \$99,999	05	\$1,881,900	1	
23	DS-1-1	Joseph	Abrams			\$0	0	Yes	\$1,526,621	39	No		30	\$14,426	\$0	\$499,999	\$100,000				0	
24	DS-1-1	Shirley	Abrams			\$0	0	Yes	\$630,246	8	No		0	\$0	\$0	\$499,999	\$100,000				0	
25	DS-1-1	Seth	Abrams	6/1/2004	\$100	1	Yes		\$446,890	20	No		4	\$12,900	\$0	\$249,999	\$100,000	\$1 million to \$10 million	02	\$5,323,800	1	
26	DS-1-1	Caroline	Abrams	4/17/2009	\$35,164	34	Yes		\$304,244	8	No		1	\$500	\$0	\$249,999	\$100,000	\$100,000 to \$249,999	04	\$4,852,000	1	
27	DS-1-1	Peter	B.	Abrams	1/8/2009	\$215,174	32	Yes	\$797,864	35	No		8	\$6,470	\$0	\$249,999	\$100,000	\$25,000 to \$99,999	05	\$2,433,100	3	
28	DS-1-1	Elwyn	Abrams	12/16/1997	\$5	1	Yes		\$787,073	50	No		36	\$98,075	\$0	\$249,999	\$100,000	\$250,000 to \$999,999	03	\$1,974,015	1	
	DS-1-1	Shirley	F	Abreu Silva	12/14/2001	\$3,750	4	Yes		\$615,225	35	Maybe	0.00	2	\$35,000	\$0	\$249,999	\$100,000	\$100,000 to \$249,999	04	\$1,950,000	1
29																						
30	DS-1-1	Ronald	Linn	Abt	11/6/2007	\$259,644	16	Yes		\$334,438	37	No		10	\$17,750	\$0	\$249,999	\$100,000	\$100,000 to \$249,999	04	\$1,140,000	1
31	DS-1-1	Bayard	T.	Abt	12/5/1986	\$500	3	Yes	\$1,098,963	574	No		492	\$544,896	\$0	\$249,999	\$100,000	\$1 million to \$10 million	02	\$340,400	1	
32	DS-1-1	Jacqueline	R.	Abt	4/30/2009	\$5,150	24	Yes	\$436,187	19	No		1	\$200	\$0	\$249,999	\$100,000	\$2,500 to \$9,999	07	\$143,000	1	
33	DS-1-1	Caroline	Abu	Abu	6/10/2000	\$8,275	28	Yes	\$250,828	22	Maybe	0.00	10	\$1,500	\$0	\$249,999	\$100,000	\$2,500 to \$9,999	07	\$100,000	1	

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Assessed?	Yes	Overall Rating	DS1-1
Potential Ask based on Giving	\$1000000 to \$1000000		
Potential Ask based on Assets	\$250,000 to \$999,999		
Total Gift Amount:	\$500	User 5:	
# of Gifts:	1	User 6:	
First Gift Date:	5/31/1990	User 7:	500
Client Supplied ID:	85254371	User 8:	
		User 9:	
		User 10:	
		User 15:	
		User 16:	
		User 17:	
		User 18:	
		User 19:	
		User 20:	

GIVING - NOZA, DONORSERIES, FEC, AND IRS 527										Confidence
Donor Names Matched Other Donor Information	Recipient Organization	Recipient	City	ST	Zip	Source and Year	High Gift Type	Low	85254371	
Glassell, Mr. and Mrs. Alfred C., Jr.	Museum of Fine Arts Arts	Annual	Boston	MA	02115	2000 DNSR	\$1,000,000	\$1,000,000		Yes
Glassell, Mr. and Mrs. Alfred C., Jr.	Museum of Fine Arts, Houston Arts	Capital	Houston	TX	77005	2000 DNSR	\$999,999	\$500,000		Yes
Glassell, Alfred C., Jr.	Museum of Fine Arts, Houston Arts, Museum	Annual	Houston	TX	77005	1999 DNSR	\$999,999	\$100,000		Yes
Glassell, Mr. and Mrs. Alfred C., Jr.	Museum of Fine Arts Museum, Arts	Annual	Boston	MA	02115	2001 DNSR	\$999,999	\$100,000		Yes
Glassell, Alfred C., Jr.	Museum of Fine Arts, Houston Arts, Museum, Visual Arts	Annual	Houston	TX	77005	1996 DNSR	\$999,999	\$100,000		Yes
Mr. and Mrs. Alfred C. Glassell, Jr.	Museum of Fine Arts Arts, Museum	Annual	Boston	MA	02115	2003 DNSR	\$999,999	\$100,000		Yes
Mr. and Mrs. Alfred C. Glassell, Jr.	Smithsonian Institution Animals, Wildlife; Arts, Culture Humanities	Annual Gift	Washington	DC	20013	-2007 NOZA	\$499,999	\$100,000		Yes

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LEXIS NEXIS REAL PROPERTY ASSETS				CONFIDENCE		
Owner's Name	GLASSELL ALFRED C	Value of Land	\$3,259,000	Prospect	82318516852	Yes
2nd Owner's Name		Value of Dwelling	\$1,000	Prop Use Code		1001
Mail fName		Total Value	\$3,260,000	SalesPrice		\$0
Site Street Address	3030 INWOOD DR	Year of Assessment	2006	Sales Price Code		
City	HOUSTON	Market Value Land	\$3,259,000	Tape Cut Date		082006
State	TX 77019 3224	Market Value Impr	\$1,000	Total Market Value		2006
Mailing Street Address	3030 INWOOD DR	Total Market Value	\$3,260,000	SubdivisionName		
City	HOUSTON	Recording Date				
State and Zip	TX 77019 3224	County Name	HARRIS			

GUIDESTAR NONPROFIT AFFILIATIONS - GRANT SEEKING				CONFIDENCE		
NONPROFIT	Houston Museum of Natural Science	Address Line	One Hermann Circle Driv	Ein	74-1036131	Maybe
Officer	Alfred Glassell III	Address Line		FormYear		2007
Officer Title	Trustee Emeritu	Home Address		Ruling Year		1948
Phone	(713) 639-4629	Home City	HOUSTON	Business Msa		3362
Business Address		Home State	TX 77030	Officer Salary		0.0000
Business City	HOUSTON	Revenue Total	\$56,231,036	Prospect		823185168525
Business State	TX 77030					
Ntee Description	Natural History, Natural Science Museums					

For more information www.donorsearch.net 410-442-1069
 Marriottsville, MD bill@donorsearch.net

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MARQUIS WHO'S WHO BIOGRAPHICAL PROFILES				CONFIDENCE
Firstname:	Alfred	Business Street:	1021 Main St Ste 2300	Yes
Middlename:	CURRY	Business City:	HOUSTON	
Lastname:	GLASSELL	Business State:	TX 77002	
Suffix:	Jr	Home_street3:		
Occupation:	investor	Homecitystd:		
Education:	BA, La. State U., 1934	Homestatestd:		
DOB:	1913-03-31 00:00:00.0	Gender:	M	
PAR	s. Alfred Curry and Frances (Lane) G.; m. Clare Atwell; children: Jean Curry, Alfred Curry III.			
MEM	Mem. Am. Geog. Soc., Am. Mus. Natural History, Tex. Angus Assn., Can. Chianini Assn., Houston Horse Show Assn., Tex. Cattle Breeders Assn., Am. Nat. Cattlemen's Assn., Tex. and Southwestern Cattle Raisers Assn., Mil. and Hospitalier Order St. Lazarus of Jerusalem. Clubs: Atlantic Tuna (Providence), Boston (New Orleans), Cabo Blanco Fishing (Peru), Tex. Game Fishing (Dallas), Tex. Corinthian Yacht (Kemah), Bay of Islands Swordfish and Mako Shark (New Zealand), Anglers of N.Y., Houston, Petroleum, Ramada, Bayou, Houston Country, River Oaks Country.			
CRE	Past bd. dirs. Transco Cos., El Paso Nat. Gas, First City Bancorp.			
CIV	Trustee Houston Mus. Natural Sci., Internat. Oceanographic Found.; trustee, chmn. emeritus Houston Mus. Fine Arts; former trustee Kinkaid Sch., Tex. Children's Hosp., Smithsonian Nat. Bd.			
CAR	Investor, 1936—; cons. Glassell Producing Co., 1938—			
BOO	WF29 WA58 WA57 WA54 WA53 WA52 WA51 WA50 WA46 WA45 WA44 SW24 WO21 WO20 WO19 WO18 WO16 WO12 WO11 WO09 WO08			
AWD	Recipient Marine Sci. ann. award Internat. Oceanographic Found., 1971, Soc. Grand Founders medallion U. Miami, 1984, James Smithson award, 1991.			
ACH	Achievements include being a holder of the record of world's largest fish, former holder of numerous world record salt water game fish.			

DnB BUSINESS EXECUTIVE PROFILES				CONFIDENCE
				Yes

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REUTERS MARKET GUIDE BUSINESS EXECUTIVE PROFILES				CONFIDENCE
Publicly Traded Company	Be Free, Inc.	Salary	\$262,500	Maybe
Title	Director	Bonus	\$82,083	Officer End
Street Address 1	154 Crane Meadow Road	AllOther Income		Age
Street Address 2		Tot. Compsatio	\$344,583	Prospect
Street Address 3		Exercised		Ticker
Business Address	154 CRANE MEADOW RO	Officer Start	1998-08-01 00:	Business Msa
Business City	Marlborough	Officer Status	Inactive	
Business St Zip	MA 01752	Website		
		Phone Number	508-480-4000	
Biography:				
Gordon B. Hoffstein has been President, Chief Executive Officer and a Director since August 1998, and was elected Chairman of the Board of Directors in January 2000. From October 1991 to April 1997, he was a co-founder and the Chief Executive Officer of PCs Compleat, Inc., a direct marketer of PCs and related products now known as CompUSA Direct. He currently serves as a Director of various private companies. Mr. Hoffstein earned a B.S. from the University of Massachusetts and an M.B.A. from Babson College.				
Business Summary:				
Be Free, Inc. provides a marketing platform that allows online businesses to attract, convert and retain customers easily and cost effectively. The Company's marketing platform includes technology and services to manage, track and analyze a variety of online marketing programs. It is offered on a hosted basis to enable businesses to execute marketing programs without the expense of building and maintaining their own in-house technical infrastructure and resources. Be Free offers two types of services on this platform, partner marketing services, which allows online businesses to track and manage various types of marketing programs that they have established with their online marketing partners, and site personalization services, which allows its customers to convert more visitors to their Internet site into customers by recommending relevant products or content in real-time.				

Wealth and Philanthropic Screening

Who is a major gift prospect based on income?

Who is a major gift prospect based on estimated net worth?

- Americans gift on average 3% of income annually.
- Estimated giving capacity is often calculated as 2% of net worth for each of 5 years, if the donor likes you best.

Who has the capacity to make a major gift?

8.2 million people in Baltimore Washington CSA (2006)



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Wealth and Philanthropic Screening

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Who is a major gift prospect based on estimated net worth?

- Americans gift on average 3% of income annually.
- Estimated giving capacity is often calculated as 2% of net worth for each of 5 years, if the donor likes you best.

Gift Amount	Annual Gift Based on Annual Income	Five Year Gift Based on Annual Income	Annual Gift Based on Estimated Net Worth	Five Year Gift Based on Estimated Net Worth
	3.0%		2.0%	
\$1,000	\$35,000	\$7,000	\$50,000	\$10,000
\$5,000	\$165,000	\$33,000	\$250,000	\$50,000
\$25,000	\$835,000	\$167,000	\$1,250,000	\$250,000
\$100,000	\$3,325,000	\$665,000	\$5,000,000	\$1,000,000
\$500,000	\$16,650,000	\$3,330,000	\$25,000,000	\$5,000,000
\$1,000,000	\$33,350,000	\$6,670,000	\$50,000,000	\$10,000,000

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Gift Amount	Annual Gift Based on Annual Income	% of Household Making this Level of Income	Five Year Gift Based on Annual Income	% of Household Making this Level of Income for 5 YR
	3.0%			
\$1,000	\$35,000	56%	\$7,000	88%
\$5,000	\$165,000	5%	\$33,000	56%
\$25,000	\$835,000	.10%	\$167,000	5%
\$100,000	\$3,325,000	.01%	\$665,000	1%
\$500,000	\$16,650,000	.001%	\$3,330,000	.01%
\$1,000,000	\$33,350,000	.0001 est.	\$6,670,000	.001%

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Gift Amount	Households in the CSA	Estimated Households by Income Level	Estimated # Households with the Capacity to Make a Gift Of this size	Households in the CSA	Estimated Households by Income Level	Estimated # Households with the Capacity to Make a Gift Of this size
\$1,000	2800000	56%	1568000	2800000	88.00000%	2464000
\$5,000	2800000	5%	140000	2800000	56.00000%	1568000
\$25,000	2800000	0.10%	2800	2800000	5.00000%	140000
\$100,000	2800000	0.01%	280	2800000	1.00000%	28000
\$500,000	2800000	0.00%	28	2800000	0.01000%	280
\$1,000000	2800000	0.000001	3	2800000	0.00100%	28

Wealth and Philanthropic Screening

	Count of All Records	Sum of HPC	Count of Donors	% of Donor	% of HPC Revenue Total	Average HPC	Multiplier
All Records Reviewed	603984	\$331,836,841	269033	100.0%	100.0%	\$1,233	1.0
GuideStar Nonprofit Directors	62872	\$165,898,958	25756	9.6%	50.0%	\$6,441	5.2
Guidestar Foundations Trustees	13149	\$138,523,346	4588	1.7%	41.7%	\$30,193	24.5
Marquis Who's Who	34003	\$85,417,733	10122	3.8%	25.7%	\$8,439	6.8
Lexis Nexis Real Estate Owners	279901	\$203,076,892	158646	59.0%	61.2%	\$1,280	1.0
Owns 8 or more RE	3330	\$15,384,609	1516	0.6%	4.6%	\$10,148	8.2
Owns 2 or more RE	69078	\$95,310,678	35933	13.4%	28.7%	\$2,652	2.2
RE \$1.2 mil to \$1.9 mil	12440	\$36,352,670	3549	1.3%	11.0%	\$10,243	8.3
RE \$500k to \$1.19 mil	55738	\$21,529,248	18986	7.1%	6.5%	\$1,134	0.9
Real Estate < \$500k	315177	\$105,123,709	155013	57.6%	31.7%	\$678	0.5
Thomson Financial SEC Insiders	11818	\$68,438,949	4627	1.7%	20.6%	\$14,791	12.0
Reuters Market Guide	7167	\$23,926,138	2365	0.9%	7.2%	\$10,117	8.2
All Exact Market Guide	1052	\$2,413,272	303	0.1%	0.7%	\$7,965	6.5
Federal Election Contributions	72777	\$233,577,856	27722	10.3%	70.4%	\$8,426	6.8
FEC \$5k to \$9.9k	6686	\$56,863,349	2438	0.9%	17.1%	\$23,324	18.9
All FEC <\$4.9k	55927	\$117,121,164	21784	8.1%	35.3%	\$5,376	4.4
DB Executives	59811	\$107,479,440	27781	10.3%	32.4%	\$3,869	3.1
All Exact DB Executives	26599	\$27,843,085	11970	4.4%	8.4%	\$2,326	1.9
DB <\$500k	35772	\$54,243,543	17775	6.6%	16.3%	\$3,052	2.5



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