TAG

THE ADVANCEMENT GROUP

BETTER DATA

DISCOVERx

DONOR DISCOVERY

Making premier prospect research and intelligent data available using wealth, philanthropic, demographic and AI strategies, regardless of your size or budget.

DISCOVER HIDDEN OPPORTUNITIES

Through DISCOVERx, our team will provide accurate and actionable information on your prospective major, annual, and legacy donors based on proven philanthropy, wealth capacity, and demographics. Through one of the country's largest philanthropic, comprehensive wealth, and demographic databases, we can identify 30% more major donors hidden within your current database!

DISCOVERx DELIVERABLES

- Philanthropic giving totals, donor ratings, and modeling
- Wealth-screening to determine a donor's wealth profile
- A target ask range based on yearly gift capacity
- Segmented donor lists (i.e. major gifts, annual fund gifts, & legacy planning)
- Demographic data matches for over 400+ different fields
- Modeling on demographic data to determine generational cohorts and legacy segments
- Identification of corporate/business ownership, real estate, business relationships and affiliations, SEC stock ownership, options, and/or compensation
- Social identity resolution & insight based your donor's social profile
- Analysis for Most Likely to Respond scores. A score provided through machine learning that predicts donor engagement with your nonprofit (additional data file information is needed for this analysis)
- Custom, 12-month legacy marketing plan
- Solutions for major gift, annual fund, & legacy planning fundraising

UNLOCK YOUR HIDDEN POTENTIAL

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