



**Target Analytics**<sup>™</sup>  
prospect research solutions

## the value of prospect research

How many prospects do you have at any given time? A few dozen? Hundreds, perhaps, or even thousands? How well do you know each of them? How likely are they to support your organization? What kind and size of donation should you ask them for?

Prospect research is your key to tapping the hidden wealth in your database. Each prospect offers unique potential as a donor, and improving your knowledge of each individual gives you an advantage over other organizations competing for their donations. Nonprofits like yours need a fast, dependable way to screen prospects — individually or as a group — to identify the best prospects, cultivate wealthy donors, and ask for the right amount at the right time.

The right prospect research solution can save you time and free up your staff resources to analyze information, target the right people, and build those critical, person-to-person relationships.

Our expert **Target Analytics™** team offers the most comprehensive, cost-effective solution available — one you can immediately put to use for quick and meaningful results. The solution includes **ProspectPoint®** for prospect identification and **WealthPoint®** for wealth identification. We also offer **WealthPoint® Online** and **ResearchPoint™** — two additional tools to help you get to know your prospects quickly and easily.

“I knew that we had significant, untapped potential in our database. ProspectPoint confirmed what I knew and quantified it in a way that is incredibly valuable. Blackbaud has equipped me with the solution that makes our strategic direction obvious and successfully highlights areas we can grow.”

— **Janice Boyle,**  
Director of Development and Communications  
Covenant House Vancouver

## introducing Target Analytics™

prospect research solutions that help uncover  
the gems in your database

Target Analytics can help you build a successful fundraising strategy with a combination of powerful tools:

- ◆ **ProspectPoint®**

Our unique prospect analysis service is the only solution that scores and ranks your donors and prospects using statistical profiles built specifically for your organization. These scores show you which individuals are your best annual, major, and planned giving prospects today and in the future.

- ◆ **WealthPoint®**

Our robust wealth identification service uses financial, biographical, and demographic data to identify and profile the wealth of individuals in your database, so you can plan the most effective cultivation strategies for your prospects.

Using these services together will equip you with all the information you need to maximize the potential within your database of donors and prospects and manage your prospect research programs efficiently.

### why use this unique approach?

**Target Analytics** takes a holistic approach to prospect screening by combining **ProspectPoint** — for establishing a prospect's likelihood to give — with **WealthPoint** — for establishing a prospect's capacity to give. Unlike other prospect research services, **Target Analytics** gives you a complete assessment of all your prospects at every giving level. Our models are customized to your organization and giving history. Other profiling services may build models for nonprofits or for different types of nonprofits, but our models are built specifically for you, and only you.

The **Target Analytics** solution gives you both gift likelihood and capacity for the most complete picture of your prospects. In addition, our expert consultants and support staff are ready to assist you every step of the way.





“One of the most impressive aspects of ProspectPoint is the use of our own data. Knowing the models were designed for us gave us confidence. ProspectPoint enhanced our knowledge of our current prospects and also increased our major and planned giving prospect pool by 500%.”

— Ann Sitrick  
Executive Director  
Beloit Memorial Hospital

## ProspectPoint® to establish likelihood to give

### what is ProspectPoint?

**ProspectPoint** is a custom data modeling solution that scores and ranks your donors and prospects using statistical profiles built specifically for your organization, giving you critical information on a prospect's or donor's likelihood to make a gift to your organization. Our unique service analyzes your organization's giving history, along with current and historical data from other external sources, to identify your best potential annual, planned, and major giving prospects.

### how does it work?

You provide us with an electronic copy of your database, including giving history, and our statisticians take it from there! We append additional data compiled from the most up-to-date and reliable sources available to give us the most complete picture of your supporters. We then construct models to address your specific fundraising objectives, such as for major, planned, or annual giving. When the models are complete, we analyze your prospects and donors to assess how closely they match the models. This analysis provides insight into the characteristics that distinguish donors from non-donors and, for example, annual giving prospects from planned giving prospects. Finally, we assign scores based on how closely prospects' attributes resemble the characteristics of each model. The resulting scores enable you to identify the prospects who are most likely to support your organization.

## WealthPoint® to establish capacity to give

### what is WealthPoint?

**WealthPoint** is a database screening solution that delivers detailed wealth identification information on prospects. **WealthPoint** provides information for initial prospect qualification, assists with prospect cultivation, and delivers the vital information you need to secure that major gift. Discover which prospects on your list have the financial capacity to become supporters and find out what you can do to help take your relationship with a prospect to the next level while also ensuring that you're asking for the right amount, in the right form, at the right time.

### how does it work?

You provide us with an electronic copy of your data and let our team of experienced fundraising and prospect research consultants do the work for you! We'll cross-reference your data against multiple data sources, searching for assets and other wealth indicators, to identify your wealthiest constituents. We'll provide a broad array of information about these individuals, including biographical information, employment data, income and assets, real estate and financial holdings, charitable gifts, and philanthropic interests and associations.

For additional wealth screenings, you can access the vital WealthPoint financial and biographical information anywhere, any time you are connected to the Web via **WealthPoint® Online!**

## ResearchPoint™

comprehensive prospect management

### what is ResearchPoint?

With **ResearchPoint**, everyone — from prospect researchers to development officers and directors — will be able to turn simple data into actionable information to make better strategic decisions. You'll have trustworthy, complete information on new and existing prospects, resulting in better and more successful development plans.

### how does it work?

Your **ProspectPoint** and **WealthPoint** results are delivered to you in **ResearchPoint**. You can generate statistical reports on groups of prospects, edit and add information, and map locations of prospects to help you plan site visits. You can also use **ResearchPoint** with **WealthPoint® Online**, quickly screening prospects as you need them.

"I'm absolutely delighted with Wealthpoint – it enabled us to increase individual giving by a whopping 185 percent! We were also impressed with the tremendous support and services [Target] Analytics offered."

— James C. Link,  
President, Coast Guard  
Foundation



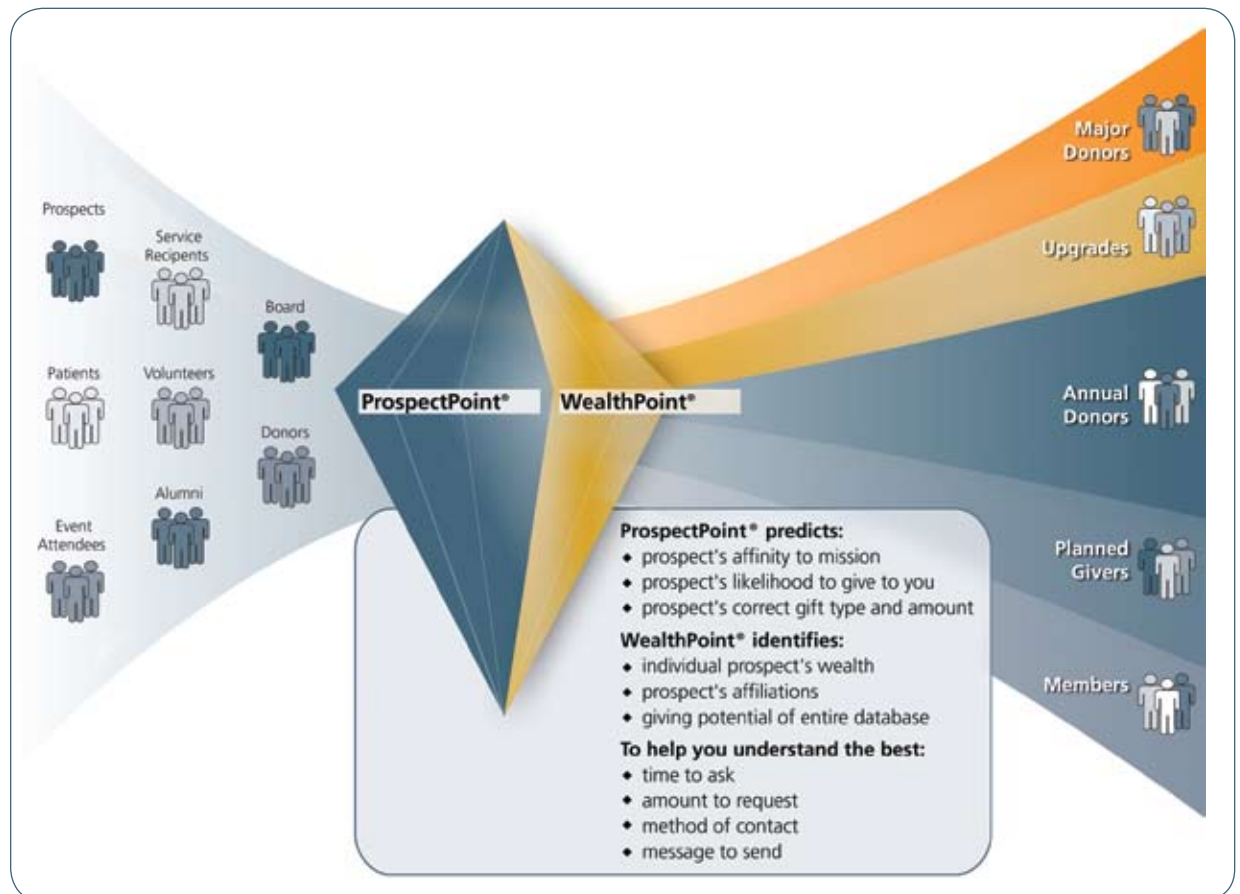
“The [Target] Analytics team — from the expert consultants to the knowledgeable support staff — is behind us, making sure we get the most out of our investment.”

— Bob Murray  
Director of Planned Giving  
Alma College

## where gift likelihood and capacity converge

Because you can't rely on any one segment of your prospect and donor base to meet your overall fundraising goals, we believe that using **ProspectPoint**<sup>®</sup> and **WealthPoint**<sup>®</sup> services together will create the most comprehensive and useful prospect research results, allowing you to spend the appropriate amount of time and resources on each segment and maximizing your development efforts.

You'll use **ProspectPoint** models to help identify and rank your best annual, major, and planned gift prospects. When you follow up with **WealthPoint** screening, you will have a better understanding of the giving capacity of those prospects, thereby maximizing donation amounts at all giving levels. This is where gift likelihood and capacity converge, and the combined **ProspectPoint/WealthPoint** solution adds significant value to your development strategy.



## implement with ease

### Expert Consulting Services

Our seasoned consulting team offers comprehensive guidance to help ensure your success. We will work closely with your research team and development staff to make sure you fully understand your **ProspectPoint**<sup>®</sup> and **WealthPoint**<sup>®</sup> results, helping you maximize your fundraising efforts.

### Valuable Support and Training

The experts at **Target Analytics**<sup>™</sup> are proud to offer **ProspectPoint**, **WealthPoint**, and **ResearchPoint**<sup>™</sup>, and we want you to get the most from our solutions. Our support staff is ready to assist you.

## trust the worldwide leader

Join more than 22,000 nonprofit organizations around the globe that depend on Blackbaud products and services for fundraising, financial management, business intelligence, and school administration. Blackbaud is the leader in providing software and related services designed specifically for nonprofits.

Founded in 1981 and headquartered in Charleston, South Carolina, Blackbaud also has operations in Canada, the United Kingdom, and Australia.



Contact us today to schedule a demonstration or to learn more about Target Analytics.

**[www.blackbaud.com/TargetAnalytics](http://www.blackbaud.com/TargetAnalytics)**



## get started today

Contact us today to schedule a solution demonstration or to learn more about **Target Analytics™**, **ProspectPoint®**, **WealthPoint®**, **WealthPoint® Online**, and **ResearchPoint™**, visit [www.blackbaud.com/TargetAnalytics](http://www.blackbaud.com/TargetAnalytics) or contact your representative.

© Target Analytics, a Blackbaud Company

2000 Daniel Island Drive

Charleston, SC 29492

Toll-free: 800.443.9441

Email: [solutions@blackbaud.com](mailto:solutions@blackbaud.com)

[www.blackbaud.com/targetanalytics](http://www.blackbaud.com/targetanalytics)

## about Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 22,000 organizations use one or more of Blackbaud products and services for fundraising, constituent relationship management, financial management, website management, direct marketing, school administration, ticketing, business intelligence, prospect research, consulting, and analytics. Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Canada, the United Kingdom, and Australia. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

# Blackbaud®

© 2009, Blackbaud, Inc.

This solution overview is for informational purposes only. Blackbaud makes no warranties, expressed or implied, in this summary. The information contained in this document represents the current view of Blackbaud, Inc., on the items discussed as of the date of this publication.

All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

