Identifying Major and Planned Giving Prospects

Fact: You can’t bring in more major or planned gifts if you can’t identify the right major or planned gift prospects.

Fact: Target Analytics™ can take the guesswork out of identifying them.

Target Analytics offers the only comprehensive solution to help you replenish your supporter pool and identify the best prospects for major and planned giving.

Prospect Segmentation:

Target Analytics offers custom data modeling that predicts a prospect’s likelihood not only to make a gift, but to make a gift to you. We help you analyze each individual in your database — not just those whose wealth profiles or giving histories suggest they may be good prospects. When you have a complete picture of who is most likely to give, plus gift potential by individual and which kind of appeal you should use, you won’t waste time and money pursuing the wrong prospects.

Unlike generic statistical modeling or data mining, custom data modeling examines your current and historical giving data — as well as data from external sources — to identify your best annual, planned, and major gift prospects. Plus, you get other valuable information, such as target gift ranges — helping you reach for and achieve higher fundraising goals than ever before!

What makes our service better than others?

• We custom-build each model based on your unique needs and characteristics.
• We offer the only planned giving solutions that are based on more than 25 years of research on the characteristics and motivations of planned giving donors.
• Our planned giving models are successful because they’re based on the actual characteristics of annuity, bequest, and trust donors — not the myths that have typically defined prospect identification and cost millions in lost planned gifts.

Wealth Identification:

Wealth identification allows you to quickly gather and analyze critical information so you can target the right people and begin cultivating the relationships that can lead to substantial gifts. Understanding who your prospects are gives you an advantage at garnering their financial support. With wealth identification solutions from Target Analytics, you get all the information you need right at your fingertips.

We provide a fast, dependable way to screen prospects — individually or as a group — to identify the best prospects, cultivate wealthy donors, and help you ask for the right amount at the right time. And we take it a step further by determining the wealth potential of your entire database of supporters, allowing you to set reasonable campaign goals and plan smart strategies focused on your best potential supporters.

What makes our service better than others?

• We use information from the most respected prospect research data sources to find and return the most current, accurate information on prospects (including proprietary philanthropic data sources like DonorBank™, as well as unique data sources like NOZA™).
Prospect Research Management

The Researcher’s Edge™ is a complete software solution that houses all your prospect information in one place, regardless of whether it came from one of our services or another source. It helps you efficiently manage vast amounts of prospect research information, in turn helping you boost overall fundraising results. When all your information is in one place, you can make smarter strategic decisions and create a better prospect pipeline.

What makes The Researcher’s Edge better than other prospect management software?

- In terms of flexibility and functionality, The Researcher’s Edge is leagues above other prospect management software solutions available today.
- It offers a unique campaign pyramid tool which allows you to manage and measure progress across all giving levels.
- Best of all, it integrates with The Raiser’s Edge®, the world’s leading fundraising management solution.

Target Analytics is your trusted partner. But did you know we can help you boost fundraising results at every stage of donor development? Ask us today how we can help you identify your best major and planned giving prospects!