

WealthPoint® for The Raiser's Edge®



WealthPoint is a detailed screening tool that uncovers actual wealth, career, and philanthropic connections on individuals most likely to be major gift prospects.

WealthPoint pulls information from the following data sources to return the most current, accurate information on your prospects:

Hard Asset Data		Employer and Career Information, Compensation, Private Company Stock Ownership, Management Biographies
		Employer and Career Information, Compensation, Private Company Stock Ownership, Management Biographies
		Public Stock Holdings/Transactions by Corporate Officers, Directors, Major Shareholders; Transaction Histories, Last-traded Stock Prices
		Primary and Secondary Holdings of Real Estate, Estimated Property Values, Including Properties in Trusts
Wealth Indicators		Detailed Self-reported Biographical Information Including Education, Interests, Children, etc.
		Millionaire/Pension: Presence of Luxury Items Like Planes, Yachts, and Large Retirement Plans

Continued

Philanthropic Interests		Nonprofit Officers and Board Members Identification, Private/Family Foundations
		Detailed Records of Charitable Donations Including Gift Type, Size, Date, and Recipient
		The Largest Collection of Public Donations Available with More Than 40 Million Public Donations
	 FEC and 527 Groups	In Depth Information on More Than 2 Million Federal Elections Contributions Including Amount and Recipient

Features

WealthPoint can identify the following publicly available and voluntarily disclosed information:

- Real estate values
- Public company insider stock holdings and private company affiliations
- Federal political and charitable donations

WealthPoint cannot identify the following information due to privacy laws:

- Debts and bank account holdings

WealthPoint uses both strict and relaxed matching to help limit false matches:

- WealthPoint results returned in the profile report will automatically be saved to the media tab, or you can add the results of the search to the Prospect Tab (available with **RE: Search**)

WealthPoint searches are included with Advantage Professional and Advantage Priority maintenance levels:

- Advantage Priority includes 250 searches; Advantage Professional includes 100 searches
- Additional WealthPoint searches may be purchased from your Blackbaud Account Representative

► To learn more about how Target Analytics can help your organization, visit www.blackbaud.com/TargetAnalytics or contact your account representative today.