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Target Analytics®

NOZAdonors.com™

The world's largest source of charitable donor leads.

Summary

Finding the right mix of donors to build a valuable supporter base is critical for any charitable organization. However growing portfolios with worthy names can be a daunting and expensive project. With **NOZAdonors.com** from **Target Analytics**, creating a list of prospects with a known propensity and capacity to give through philanthropic organizations is now possible, quick, and economical. Fundraisers are able to select prospect lists based on criteria and attributes relevant to the location, focus, and fundraising goals of their organization.

Description

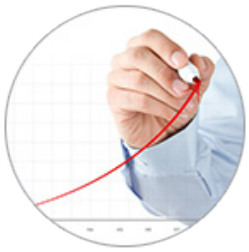
NOZAdonors.com, the world's largest source of charitable donor leads, helps in finding prospects close to your organization's mission and fundraising goals. This intuitive, web-based tool allows fundraisers to click through a variety of demographic, geographic, and philanthropic affinity selects to create and export lists specifically for campaign needs. Names are sourced from the powerful NOZA database collection of over 100 million philanthropic gifts from over 200 million prospects.

Trying to find neighbors to invite for an event? Need a range of businesses to grow your corporate supporters? Want to send out your first direct mail campaign but need names? NOZAdonors can help.

- Choose lists for Major Givers prospecting or for Direct Marketing campaigns
- Returns lists of Individuals or Businesses
- Create geographic spans from city, state, zip code, or even radius selects
- Sort on wealth and income metrics to find high-value prospects

Sort prospects with an affinity towards your type of organization

Highlight high-value donors from amongst your community



Increase direct mail response rates with targeted list selects

Benefits

Create tailored donor **prospect lists**

Sort and segment on **demographics**

Find **high net worth** individuals

Group based on **giving affinities**

Easy-to-use dashboard makes selections quick

Build, preview, and **export within minutes**

Continued

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NOZAdonors.com™ List Select Tool

Advanced Direct Response Fundraising & Major Donor Prospect Selections

Major Donor Lists	
Total Assets	Identify prospects with high net worth
Geography	Span cities, states, zip codes, or even a radius from a central location
Philanthropic Affinity	Find names with known affinities to organizations similar to yours
Demographics	Select on marital status, children, and gender to create list profiles
Estimated Income	Include income to find prospects with ranges of disposable income
Business Search	Review local businesses based on company size, employees, and other information

Major Givers Lists

Whether you're getting geared up for capital campaign, an upcoming event, or just trying to expand your new donor portfolio, the Major Givers List generates a targeted prospect list built specifically for your fundraising needs. Find new parents near your school. Engage environmental donors in your park. Cultivate new corporate prospects based on business selects. Begin by selecting the regions covered by your organization. Then sort on demographics to focus the population. Finally, apply giving affinity selects to create a list of prospects made just for you. Lists can be created, adjusted, and exported within minutes through the Major Givers List tool.

Direct Marketing Lists

The Marketing List select tool allows organizations just getting started with direct mail efforts to easily and afford ably rent direct marketing prospect lists. Similar to the Major Givers list tool, constituents can be consolidated based on an array of demographic, geographic, and philanthropic affinity selects. Final lists of can be adjusted to return from a couple hundred to thousands of names. Sorting donors based on similar giving affinities allows the list to return highly responsive and interested new prospects. Sorting on geography allows fundraisers to find donors across the street, through the town, or over the country. All names and addresses are verified through the USPS standardized address service to ensure as accurate deliver and use as possible.

Direct Marketing Lists	
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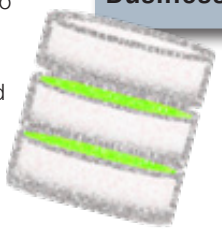

➤ To learn more about how NOZAdonors can help your organization, visit www.NOZAdonors.com or contact solutions@blackbaud.com today.