

Chase Solutions Inc.
Prospect Research and Data Screening Solutions

Freelance
Prospect Research Network
a Chase Solutions Initiative



Prospect Research

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"The secret of success is to know something nobody else knows." - Aristotle Onassis

How Organized Is Your Bucket?



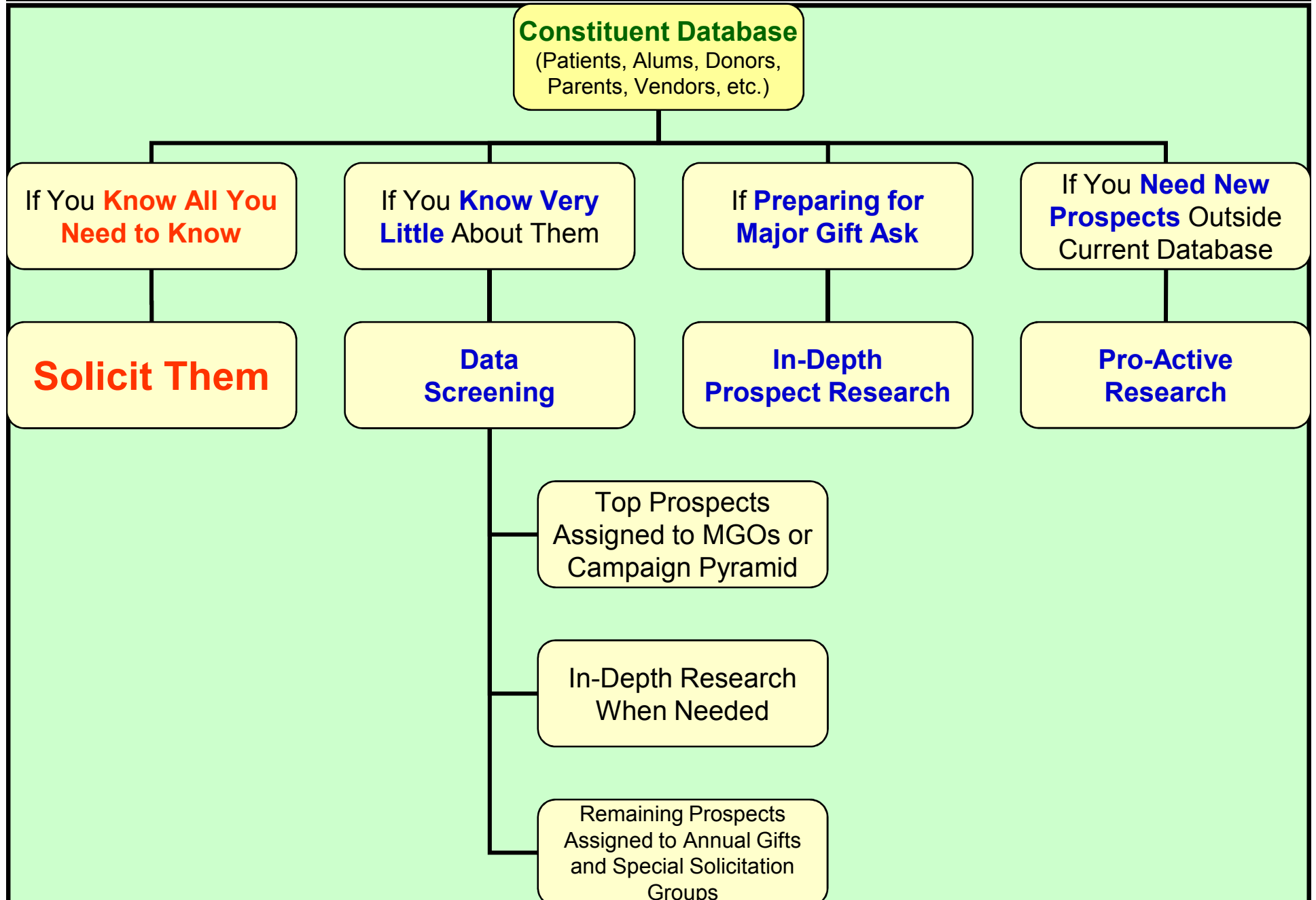
Overview

- **Prospect Research is Market Research for Fundraising** (collect, analyze, synthesize, and present information used to build relationships, plan moves, initiate solicitations, and steward relationships with individuals, corporations, and foundations)

Components ...

- **Data Screening** (matching records from your database with external databases)
- **In-Depth Prospect Research** (in-depth and ad-hoc research on individuals, corporations, and foundations)
- **Proactive Prospect Research** (developing information on prospects outside of your constituency)

The Prospect Research Process



What is Data Screening

- **Electronic comparison** of your constituent and/or donor database with one or more **external content databases**.
- **NOT INFALLIBLE!!!!** Expect False Matches
- **VALIDATE, VALIDATE, VALIDATE!!!!**
- Used to **segment, qualify, rate, and prioritize** prospects in your database to meet specific program and fundraising goals.
- Data screening can help you identify the **wealthiest prospects with the strongest ties** to your organization who are the **most likely to give at the highest level**
- Demographic Screening (not so much)
- Hard Asset Screening
- Data Enhancement
- On-Line Component
- \$3,000 entry point – typically \$3,500 to \$15,000

Why Is Screening Important?

- **Identify the Best Prospects** for major gifts, planned giving, etc.
- **Estimate Capacity** of individual prospects and your entire database
- **Rate Affinity Levels** (**R**ecency, **F**requency, **M**oney)
- **Segment and Target** (major gifts, capital, annual, planned giving, etc.)
- **Prioritize** (prospects with highest propensity to give at highest level)
- **Identify Connections** (who knows who that you know)
- **Campaign Planning** (feasibility planning and campaign pyramid)
- **Target Specific Campaigns** (cancer, sports, research, building)
- **Increase Annual Fund average gifts** (upgrade from \$50 to \$100+)
- **Upgrade Major Gift Donors** (upgrade from \$10,000 to \$100,000+)
- **Maximize Fundraising Dollars** (focus on most qualified prospects)

Data Screening Example

Supplied Name and Address			Match Sources		WealthEngine Rating Summary		
Lawrence	J	Ellison	N	Airmen	Gift Capacity Rating:	\$5,000,000+	1
96 Isabela Ave			N	D&B Marketing	P2G Rating:		1 0
			N	FEC Campaign Donations	Influence:	1	Top Quarter
			N	Guidestar NonProfits	Inclination:	1	Top Quarter
Atherton	CA	94027	N A	Lexis Nexis Real Estate			
Validated <input type="text" value="Partial"/> MPP <input type="text" value="No"/>							

- [Match Summary](#)
- [More Match Info](#)
- [Client Fields](#)
- [More Client Info](#)
- [Source Details](#)
- [eFind Results](#)
- [Circle of Friends](#)
- [Client Define](#)

Quality of Match					QOM Search		Planned Giving		RFM Analysis		
Wealth ID Sec:	<input type="text" value="5"/>	Pension:	<input type="checkbox"/>	FEC Campaign:	<input type="text" value="8"/>	Who's Who:	<input type="checkbox"/>	Bequest:	<input type="text" value="No"/>	Recency:	<input type="text" value="75"/>
D and B:	<input type="text" value="5"/>	Volunteers:	<input type="text" value="5"/>	Phil. Gifts:	<input type="checkbox"/>	Lexis Nexis:	<input type="text" value="11"/>	Annuity:	<input type="text" value="0"/>	Frequency:	<input type="text" value="71"/>
Market Guide:	<input type="text" value="5"/>	Trustees:	<input type="checkbox"/>	Aircraft:	<input type="checkbox"/>	527 Dir.:	<input type="checkbox"/>	Trust:	<input type="text" value="0"/>	Money:	<input type="text" value="53"/>
Guidestar:	<input type="text" value="5"/>	GS Fdns:	<input type="checkbox"/>	Airmen:	<input type="text" value="5"/>	527 Con.:	<input type="checkbox"/>	Details		Total RFM:	<input type="text" value="199"/>
POWR:	<input type="checkbox"/>	Death Index:	<input type="checkbox"/>	Vessels:	<input type="checkbox"/>	Client Donor:	<input type="checkbox"/>				

Aggregate Information	
MG Total Comp:	<input type="text" value="\$0"/>
DB Company Value:	<input type="text" value="\$3,829,436,000"/>
Total FEC Cont:	<input type="text" value="\$168,000"/>
Property Count:	<input type="text" value="2"/>
Charitable Cont. Flag	<input type="text" value="Y"/>
Record Information	
Record Type:	<input type="text" value="Full Detail"/>
IC Member:	<input type="text" value="Y"/> <input type="text" value="IC Match: Y"/>

Gift Capacity Summary				
		% Rank		
Annual Income:	<input type="text" value="\$34,968,104"/>	<input type="text" value="100"/>	=>	<input type="text" value="\$6,294,259"/>
Real Estate Value:	<input type="text" value="\$6,836,740"/>	<input type="text" value="100"/>	=>	<input type="text" value="\$1,709,185"/>
Wealth ID Sales, Holdings:	<input type="text" value="\$29,228,897,638"/>	<input type="text" value="100"/>	=>	<input type="text" value="\$2,922,889,764"/>
Defined Pension Plans:	<input type="text" value="\$0"/>	<input type="text" value="100"/>	=>	<input type="text" value="\$0"/>
Giving FEC, Nonprofit:	<input type="text" value="\$168,100"/>	<input type="text" value="100"/>	=>	<input type="text" value="\$168,100"/>
Age Used:	<input type="text" value="40"/>			
Recalculate				Estimated Capacity
				<input type="text" value="\$2,931,061,308"/>

Reactive Prospect Research



- **In-depth Prospect Research**
- Ad-Hoc Research
- Research on Individuals
- Research on Corporations
- Research on Foundations

Why is Prospect Research Important?

- Identifying **Assets and Income** to establish **Capacity**
- Looking for **Philanthropic Involvement** to establish **Inclination**
- Finding **Connections** to your organization to establish **Affinity**

- Motivations
- Wealth and Philanthropy
- Hidden Wealth
- Interests
- Spheres of Influence and Connections
- Changing Circumstances
- Adverse Information

Sample Profile (Summary)

Subject	 <p>Senator John Forbes Kerry</p>
Spouse	 <p>Dr. Teresa Heinz; a/k/a Teresa Heinz Kerry; nee' Maria Teresa Thierstein Simões-Ferreira (2nd wife; b. 10/5/1938 in Mozambique; married 5/26/1995 on Nantucket) – billionaire heir to Heinz ketchup fortune; philanthropist; passionate environmentalist; Chairman & CEO, The Heinz Family Philanthropies</p> <p>Julia Stimson Thorne of Bozeman, Montana (1st wife; b. 9/16/1944; married 5/23/1970; divorced 7/25/1988) - writer; daughter of prominent banker Landon Ketchum Thorne Jr. (1912-1980); remarried to architect Richard J Charlesworth; endorsed Kerry's 2004 presidential campaign</p>
Summary	<p>61-year old United States Senator. Wife controls \$1.4 billion charitable foundations and \$1.8 billion estimated stock holdings. Homes in Boston, Fox Chapel, Georgetown, Nantucket, and Sun Valley, worth \$32.8 million. Other assets worth \$800,000. (TVA \$1.8 billion+)</p>

Sample Profile (Contact Info & Philanthropy)

Contact Information		
Address Type	Address	Phone Numbers
Home (John's primary residence)	19 Louisburg Square Boston, MA 02108 (Beacon Hill)	Not found
Home 2 (Teresa's primary residence)	1925 Squaw Run Road Fox Chapel, PA 15238	Not found
Home 3	3322 O Street NW Washington, DC 20007 (Georgetown)	Not found
Home 4	5 Hulbert Avenue Nantucket, MA 02554-2265	(508) 228-5757
Home 5	Ketchum, Idaho (Sun Valley)	Not found
Office	Honorable John Forbes Kerry United States Senate 304 Russell Senate Office Building Washington, DC 20510	(202) 224-2742 Fax: (202) 224-8525

Philanthropic Background (brief sampling)		
Institution	Giving History	Comments
Howard Heinz Endowment*	\$862.2 million assets	Teresa, Chair
Vira I. Heinz Endowment**	\$444.9 million assets	Teresa, Trustee
Heinz Family Foundation***	\$74 million assets	Teresa, Chair & CEO
Allegheny Intermediate Unit (Pittsburgh)	\$500,000 for national reading research project in 2003*	
Boys & Girls Club of Boston	\$1,000-\$2,499 in 2001	
Carnegie Institute (Pittsburgh)	\$589,200 in 2002**	Teresa, Trustee
Carnegie Mellon University (Pittsburgh)	\$25,000 to study industry discharges near US/Mexico border area in 2002***	Teresa, Trustee

Sample Profile (Wealth)

Assets

Stocks, Options & Proceeds (\$1,819,056,781)

\$1,253,401,882 value of Teresa's 34,032,090.18693 shares of H. J. Heinz Company (NYSE: HNZ) stock @ \$36.83 on 4/8/2005 (held as of 20,440,590 shares on 8/24/1995; adjusted for 1.664927:1 split)

\$565,654,900 proceeds from Teresa's sale of H. J. Heinz Company stock, 1992-1995

Residences (\$32,775,700)

\$6,889,300 FY2005 assessed value – 9,672sf five story, 12-room brick row-house (end) with 6 fireplaces, an elevator, and a roof deck at 19 Louisburg Square in Boston's Beacon Hill area (only residence owned jointly by John and Teresa)

\$3,752,500 FY2004 assessed value – Rosemont Farm, 6,055sf 4-bedroom Colonial and 9-room carriage house on 90 acres at 1925-1950 Squaw Run Road in Fox Chapel section of Pittsburgh, PA (owned by Teresa)

\$4,407,500 FY2004 assessed value – 16,000sf story, 23-room Federal town house at 3322 O Street NW in the Georgetown section of Washington, DC (owned by the estate of H. John Heinz III; includes garage at 3321 N Street NW)

\$9,562,900 FY2004 assessed value – 5,626sf three-story, 5-bedroom home on 1.67 acre waterfront estate at 5 Hulbert Avenue in Nantucket (Teresa owns through Windy Point Trust)

\$8,216,000 FY2004 assessed value - ski house, constructed out of the timber of a 15th-century English barn, on 5 acres fronting the Big Wood River in Ketchum (Sun Valley), Idaho (owned by Teresa)

Other Assets (\$800,000)

\$250,000+ estimated value of 42', 1982 Hinckley motor yacht named *Scaramouche*

\$400,000+ estimated value of private trusts owned by Senator Kerry (inherited three trusts with between \$300,000 and \$1.5 million in assets from his mother in 2002, these trust holdings include between \$66,000 and \$165,000 in US Treasury bonds as well as stocks, ranging from General Electric and Merck to 3M and Proctor & Gamble; owns another trust that is worth between \$100,000 and \$250,000 according to financial disclosures)

Hiring Researchers or Consultants

- Prspct-L – National Prospect Research Email List (<http://charitychannel.com/archives/PRSPCT-L.html>)
- NEDRA – New England Researcher Association (www.nedra.org)
- APRA – Association of Prospect Researchers for Advancement (www.aprahome.org)
- Freelance Prospect Research Network , a Chase Solutions Initiative (www.freelanceprospectresearch.com)
- Prospect Research Consultants Directory a Chase Solutions Initiative (www.prospectresearchconsultants.com)
- International Prospect Research Network (www.internationalprospectresearch.net)

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Thanks!

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