


A Bountiful Blend: Gifts of Cash, Assets (or Both) and Those Who Give Them

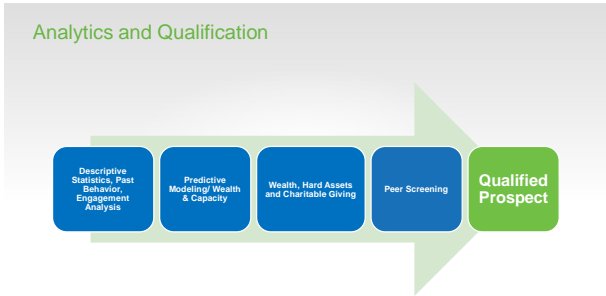
Lawrence Henze, J.D., Principal Consultant
Greg Ring, Co-Founder and Principal, The Giving Crowd



Finding Prospects

- There are multiple methods available
- Predictive modeling is most accurate method
- Wealth and hard asset identification is very popular and over-rated
- Charitable giving
- Peer screening

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Predictive Modeling



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Principal Gift Donor Attributes

A mixture of **AFFINITY AND CAPACITY**

Principal Gift Donors are generally more likely to:

- Extremely high household incomes
- Enjoy a strong asset-base, including but not limited to multiple real estate holdings in excess of \$1,000,000 each
- Belong to the most wealthy and affluent demographic groups in the U.S.
- Be employed in the finance sector or private business ownership
- Have high credit limits and strong credit histories
- Be philanthropic with your organization and others, though some of them are not current donors or might be contributing well below their capacity level

These factors are highly **PREDICTIVE** for principal gifts



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CRT Donor Attributes

> A mixture of **AFFINITY AND CAPACITY**

> **CRT Donors are generally more likely to:**

- Have extremely high household incomes
- Be loyal and frequent donors (underperforming capacity)
- Support many nonprofits and make political contributions
- Belong to the most wealthy and affluent demographic groups in the U.S.
- Be employed in the science or technical sector or private business ownership
- Have high credit limits and strong credit histories
- Own property(s) outright

These factors are highly **PREDICTIVE** for CRTs



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Wealth Search Companies

- Target Analytics
- DonorSearch
- WealthEngine
- WealthX
- iWave
- GG&A
- Bentz Whaley Flessner



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Wealth Searches

WealthPoint Data Source(s)	Queries Already Created in ResearchPoint
Dun & Bradstreet	<ul style="list-style-type: none"> • Businesses ownership >= \$1M – confirmed and identified (2 queries) • Hidden Wealth (Owners, no ownership) – confirmed and identified (2 queries)
Thomson Reuters & Reuters MarketGuide	<ul style="list-style-type: none"> • Public Company Insiders – confirmed and identified (2 queries) • Securities >= \$1M – confirmed and identified (2 queries)
CoreLogic Real Estate	<ul style="list-style-type: none"> • Real Estate >= \$1M – confirmed and identified (2 queries) • Properties in Trust – confirmed and unconfirmed (2 queries)
Who's Who	<ul style="list-style-type: none"> • Who's Who records
Larkspur High Net Worth List	<ul style="list-style-type: none"> • Hidden Wealth (Larkspur) – confirmed and identified (2 queries)
GuideStar	<ul style="list-style-type: none"> • Nonprofit Affiliations • Private Foundations
NQ2search Philanthropy Database	<ul style="list-style-type: none"> • Philanthropic Gifts
FEC 527 Filings	<ul style="list-style-type: none"> • Political Donations
Combined data source queries	<ul style="list-style-type: none"> • Millionaires – confirmed and identified (2 queries) • Millionaires with >= \$5 M - confirmed and identified (2 queries) • Plane

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Annoying Data Issues



- Wealth data is incomplete
- Assets may be hidden
- Some data cannot be confirmed
- Data may be self-reported

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Purpose of Peer Screening?

- What do you want from the process?
- Don't want a rating as much as
 - Knowledge
 - Introductions

lawrence.henze@blackbaud.com



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9% or 91%
Choose one?
Why not both?



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Missed Assets Stack Up

- \$24 Trillion in IRAs and 401(k)s
- 82% of Baby Boomers will sell



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TheGivingCrowd

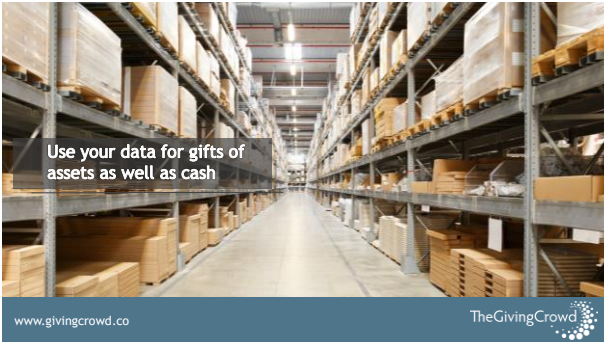
Don't Assume

- Warehouse, farm, business
- "none of my advisors told me"



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Use your data for gifts of assets as well as cash

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Turn-Key System

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The End.

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