

# LexisNexis™ for Development Professionals

*An efficient and effective prospect research tool that will help boost the productivity of your development activities!*

LexisNexis for Development Professionals can help improve your productivity, increase your efficiency and boost the results you get for your efforts. With its intuitive task-oriented interface, LexisNexis for Development Professionals simplifies the research process.

You get a fast, reliable way to:

- keep up-to-date with activities of influential alumni and other individuals with donor potential
- locate lost alumni, then determine if they are good candidates for your fundraising efforts
- narrow a pool of potential donors using various indicators of wealth and demographics
- uncover philanthropically oriented companies using news and financial reports
- develop prospecting databases
- and more...



LexisNexis™

LexisNexis for Development Professionals brings together information from a variety of sources to give you the fullest picture of donor potential. Information is organized into five main areas: People, Company, News, Public Records, and Demographics.

## People

Check the search forms available through **People** to locate a potential donor's contact information, discover a spouse's name, uncover assets, check stock ownership, campaign contributions, and more.

Sources include:

- Person Locators
- Voter Registration Index
- Social Security Death Records
- Professional Licenses
- Tax Assessor, Deed Transfer and Mortgage Records - All States
- Aircraft Registrations
- Bankruptcy Filings - All States
- Obituaries from selected news sources
- Biographical information - including **Gale Biographies** and **Marquis Who's Who**
- Stock ownership - SEC Forms 3,4 & 144
- Campaign Contributions
- Patents
- Ability to search News sources for a person's name

## Company

If you want to investigate a company and learn about its history, top executives, financial status and giving history, turn to the **Company** area of the service.

Sources include:

- SEC filings
- Company profiles
- Hoover's reports
- Directory of Corporate Affiliations (DCA)
- Standard & Poor's material
- IRS master list of Tax-Exempt Organizations
- Stock reports
- B-Find business locator (a directory of over 11 million US and Canadian public and private companies)
- Corporation & Limited Partnership Information
- "Doing Business As"/Fictitious Business Name information
- Uniform Commercial Code Filings
- Franchise Profiles
- Inactive Business Database
- Campaign Contributions
- Patents
- Ability to search News sources for a company's name

## News

To trace a donor or company's activities, the **News** section offers nearly 2,000 sources, including:

- Newspapers, including obituaries
- Trade journals, Magazines and Newsletters
- Transcripts and Wire services
- Chronicle of Philanthropy
- Chronicle of Higher Education

## Public Records

Search across all public records from a specific state at once, monitor damage awards and settlement amounts, uncover an individual's banking relationships, or check the values of certain assets.

Sources/Functionality include:

- Ability to search all public records for a state at once
- Judgements & Liens
- Verdicts & Settlements
- Asset Valuation (blue book value of cars, trucks, boats & airplanes)

## Demographics

Find income, housing values and other demographics to increase your understanding of a potential donor's environment or conduct a search by median home value or household income to hone in on areas to target your research. Locate information by zip code, state, county, congressional district, or workplace.

In addition to its unparalleled content, LexisNexis for Development Professionals offers an easy-to-use interface that will have you locating prospective donors in no time!

Features include:

- Flexibility to search at any level—from very basic keyword searches using fill-in-the-blank forms, to highly advanced searches using Boolean operators
- Multiple delivery options of search results
  - Print or Save Results
  - E-mail citations or documents to an individual
- Personal news feature

After running a search, you can save it to **Personal News** and receive updated results on a schedule you determine (weekly, daily or multiple times a day). Email notification is optional.
- Multiple viewing formats

You decide how to review search results—either by looking at a list of documents, a list that includes your search terms in context, or the full text of each document.
- Links to pertinent external Web sites (Ancestry, Alumni Directories, Salary Information, Art Auctions, and more)
- Task-Oriented Help Text within the service
- Toll-free technical support available around the clock to handle questions regarding the service's content as well as technical issues
- Customized telephonic consulting sessions—available by request at no additional cost
- An Advanced Search form that enables users to create their own custom Boolean searches, while selecting from any of the sources included in this service. (Note: the Advanced Search form is only available through Expanded Service subscriptions.)

This combination of content and functionality means that you can minimize the time spent looking for prospective donors and maximize the time spent in contact with them.

The screenshot shows the LexisNexis for Development Professionals website interface. The top navigation bar includes 'Home', 'Site Map', 'Search', 'Personal News', 'Links', and 'Help'. The main content area is titled 'Real Property' and contains a search form. The form includes fields for 'Last Name', 'First Name', 'Middle Name or Initial', and 'Additional Terms'. There is a 'Source' dropdown menu set to 'All State Assets Information' and a 'Date' section with a radio button for 'All available dates' and 'From'/'To' date pickers. A 'Project ID' field is also present. At the bottom of the form are 'Search' and 'Clear Form' buttons. A sidebar on the left lists various search categories: People, Address, Spouse's name, Personal background, Death records, Occupation, Current company, Compensation, Stock ownership, Stock transactions, Stock acquisitions, Real property (selected), Contributions, Bankruptcy, and Patents.

## Two Service Options—Basic or Expanded Service

Two subscription options are available.

The **Basic Service** includes:

- People
- Company

The **Expanded Service** includes:

- People
- Company
- News
- Demographics
- Public Records
- Advanced Search form

Pricing is based on an annual subscription and depends upon which service is selected—Basic or Expanded—as well as the number of researchers (not employees) in the subscribing department. For more detailed information, visit <http://www.lexisnexis.com/academic/1univ/devpro/>

Dun & Bradstreet profiles are available on a transactional basis only at an average \$25 to \$35 per search.

*Rated "the most popular fee-based service" in the APRA 2001 Survey, conducted by the Association of Professional Researchers for Advancement*

*Referred to as one of three "leading Web-based products" in the multidatabase subscription category according to the November/December 2001 issue of CURRENTS Magazine (published by the Council for Advancement and Support of Education)*

*"LexisNexis for Development Professionals is the king of resources for prospect research. I get access to an almost unspeakable number of resources and I love the functionality of the service—like the Personal News alerts. There ARE other sources for news alerts, some are even free of charge, but they don't search the same number of publications that LexisNexis does."*

*Kathy Nadire  
Director of Research  
Kent School (Kent, CT)*

**Sign up for a trial of LexisNexis for Development Professionals and take the LexisNexis Challenge!**

During your trial, see what you can find with LexisNexis that is not available elsewhere—contact information for "lost" alumni, assets for individuals or businesses, and more. Consider the income your institution could bring in through soliciting individuals found with the information you obtain through the service and then ask yourself, can your institution afford not to have LexisNexis for Development Professionals?

Starting your trial is easy—call 1-800-227-9597 ext. 54846, email us at [academic.services@lexisnexus.com](mailto:academic.services@lexisnexus.com), or sign up online at <http://www.lexisnexus.com/academic>

**For more information:**

Visit <http://www.lexisnexus.com/academic>  
Call 1.800.227.9597, ext. 54846  
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