



LexisNexis® for Development Professionals

Get a better return from your fundraising resources!

LexisNexis® for Development Professionals, the unparalleled, targeted, Web-based solution for prospect researchers, provides a comprehensive and relevant set of sources for the key information you need to find high-value prospects and maximize fundraising initiatives.

Realize a greater return on investment

Customers using LexisNexis® for Development Professionals in their fundraising efforts see *increases* in the value of alumni donations and their campaigns yield higher average Alumni Participation Rates.¹

How do we help these customers?

- We provide the best data possible to help maximize the integrity of prospect databases.
- We provide real-time alerts to keep them up to date on the activities of influential alumni and other individuals with high donor potential.
- We offer news and financial sources that help uncover philanthropically oriented companies.

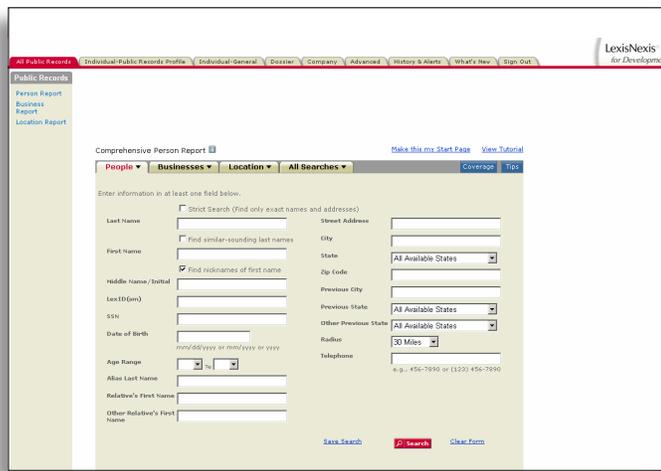
We can do the same for you!

Sources that help you get a more complete picture of donor potential

Individuals

When researching potential donors, it's critical to find contact information, discover a spouse's name, uncover assets and more. For information such as this, click the **Public Records** tab. From there, you can generate comprehensive, wealth-revealing reports on individuals by using:

- Comprehensive Person Report
- Statewide Person Search
- Comprehensive Business Report
- Comprehensive Location Report



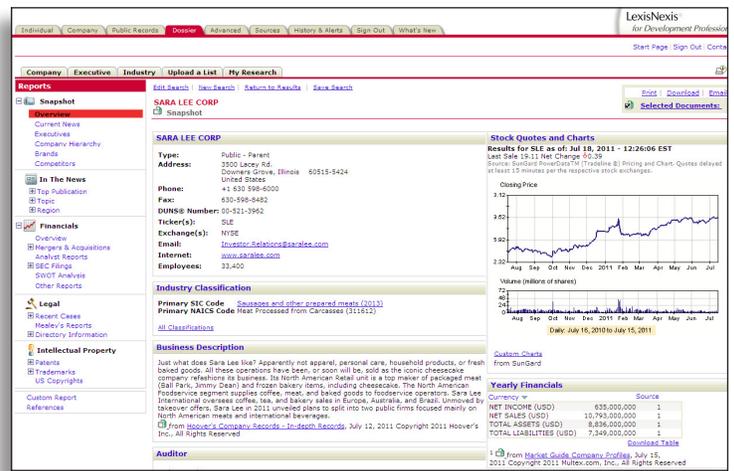
Sources include:

- Bankruptcies
- Canadian Phone Numbers
- Cellular & Alternate Phone Numbers
- Charitable Contributions
- Civil & Criminal Findings
- Concealed Weapon Permits
- Criminal Records
- Email
- Enhanced Social Networking
- Incorporation & DBA Records
- Internet Domains
- Judgments & Liens
- Licenses
- Marriage & Divorce Records
- Official Records
- Person Locator
- Political Campaign Contributions
- Property Records
- Prospects of Wealth®
- Real Estate Records
- Sex Offenders
- Social Security Death Records
- Statewide Person Search
- Stock Ownership and Transactions
- Verdicts & Settlements

Companies

When investigating companies, it's useful to learn about their history, top executives, financial status, and giving history. To search the profiles of over 80 million public, private and international companies, over 63 million executives, and over 1,000 industries, click the **Dossier** tab. The Dossier Snapshot gives you fast access to the information you need:

- Company overview and a description of their business
- List of top executives
- Financials
- Recent news
- Merger and acquisition activity
- Recent legal cases



Sources include:

- America's Corporate Finance Directory™
- Company Briefs
- Corporate Affiliations™
- Datamonitor®
- D&B® Global Market Identifiers
- D&B Minority & Women-Owned Businesses
- D&B® WorldBase®
- Executive Directories
- GuideStar®
- Hoover's® Company Records
- MERGERSTAT®
- Reuters Knowledge Direct
- SEC Filings
- Standard & Poor's®
- Vickers Securities Report
- Worldscope®

“LexisNexis for Development Professionals is the Cadillac® of databases and the most comprehensive source available to prospect researchers in addition to offering best-of-breed customer service.”

—Debbie Menoher
Director of Research,
University of Florida Foundation, Inc.

Top-of-the-line features help you be more efficient

LexisNexis for Development Professionals offers a robust collection of tools that can help you maximize your ability to create value and increase efficiency for your organization:

- **Browse more easily**—Live-link search terms mean you can jump from search term to search term within the documents in your search results.
- **Zero in on key sources**—The ability to group your results by publication type, company, industry, subject, geography or language helps you get to the sources of most interest to you.
- **Get more precise search results**—You can use LexisNexis SmartIndexing Technology™ terms in news and company sources to narrow your results.
- **Take advantage of flexible search options**—You can use our search forms to search exactly as you wish.
- **Stay informed**—Save searches for future use or set up an alert so your search runs automatically on the schedule you choose.
- **Deliver your results in convenient formats**—Print to an attached printer, download and save to your computer, or send via email.
- **Leverage vast intelligence and SmartLinx® technology**—Get details on more than 450 million unique individuals and spot connections you can’t find elsewhere.

Add even more value with LexisNexis® Batch Services

This service helps you maintain a strong, growing contact database and optimize your development programs. Locate best address, phone number and email address for any of your hard-to-find alumni, donors and donor prospects.

- Dramatically increase the number of people you’re able to locate through our proprietary linking technology.
- Build and maintain detailed donor prospect reports that include financial stability and reachability indicators to help you segment your database.
- Tailor your batch runs to identify specific factors such as marital status, bankruptcies, liens, defaults and criminal activity.
- Optimize your development programs to ensure accurate targeting.
- Manage expenses associated with data maintenance.

Let us give you an online demo of
LexisNexis for Development Professionals today!

Call **800.227.9597** ext. **54846**

or email us at academicinfo@lexisnexis.com.

Bottom line, LexisNexis for Development Professionals provides a fast, reliable way to:

- Keep up to date with activities of influential alumni and individuals with donor potential
- Locate lost alumni and determine whether they are good candidates for your fundraising efforts
- Find new, qualified potential donors
- Narrow a pool of potential donors using various indicators of wealth
- Uncover philanthropically oriented companies using news and business sources
- Develop and maximize the effects of prospecting databases
- And more

For more information:

Visit www.lexisnexis.com/lndp.

Call [800.227.9597](tel:800.227.9597), extension [54846](tel:54846).

Send an email to academicinfo@lexisnexis.com.

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