



Get a better return from  
your fundraising resources!  
LexisNexis® for Development Professionals

LexisNexis® for Development Professionals is designed to help you improve your productivity, increase your efficiency and boost the results you get from your efforts. This means a better bottom line for you.

## Realize a greater return on investment

Between 2005 and 2010, customers using LexisNexis® for Development Professionals in their fundraising efforts saw, on average, a seven percent *increase* in the value of donations, compared to a two percent *decrease* for those who didn't use it.\*

LexisNexis for Development Professionals customers also yielded higher average Donor Participation Rates.\*

How did we help these customers?

- We provided a comprehensive selection of sources to help them get a **fuller picture of donor potential**—both individuals and companies.
- We offered them invaluable features, including proprietary linking technology, to **help them turn raw data into fundraising gold**.
- We gave them speed that helped their fundraising personnel **accomplish more with fewer headaches**.

We can do the same for you!

# Sources that help you get a fuller picture of donor potential

LexisNexis for Development Professionals brings together information from a variety of sources to give you the fullest picture of donor potential and lets you search multiple sources simultaneously.

## Individual

When researching a potential donor, it's useful to find contact information, discover a spouse's name, uncover assets, check stock ownership, learn of campaign contributions, and more. For information such as this, click the **Individual** tab. You'll see six categories to help you quickly search as much or as little information as you need:

- Personal Background
- Wealth Indicators
- News
- Corporate Connections
- Political Contributions
- Courts & Filings

Sources include:

- Person Locator
- Marquis Who's Who® Biographies
- Licenses
- Social Security Death Records
- Property Records
- Executive Compensation
- Patents
- Stock Ownership Transactions
- Incorporation and DBA Records
- D&B® Global Market Identifiers
- Company Information
- Executive Profiles
- D&B Minority & Women Owned Businesses
- Campaign Contributions
- Bankruptcies
- Judgments & Liens
- Verdicts & Settlements
- Civil & Criminal Findings
- Criminal Records
- Marriage and Divorce Records

## Company

When investigating a company, it's useful to learn about its history, top executives, financial status and giving history. For this type of information, click the **Company** tab. You'll see seven categories to help you get directly to the information you need:

- Background & History
- Parent/Subsidiary List
- Merger Activity
- News
- Financial Status
- U.S. Public Records
- Political Contributions

Sources include:

- Incorporation and DBA Records
- D&B Global Market Identifiers
- Company Information
- D&B Minority & Women Owned Businesses
- Directory of Corporate Affiliations™
- Exhibit 21 of SEC Filings
- Mergerstat®
- Patents
- Insider Trading
- Proxy Statements
- Periodic Reports
- Disclosure Online Database
- Material Contracts
- Bankruptcies
- Judgments & Liens
- Property Records
- Campaign Contributions
- Annual Register of Grant Support
- GuideStar®

*“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 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.

Call for a complimentary trial of **LexisNexis for Development Professionals** and take the LexisNexis Challenge!†

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

**It’s easy to start your trial—**

Call **888-AT-LEXIS** or visit us at [www.lexisnexis.com/DevelopmentPros](http://www.lexisnexis.com/DevelopmentPros).

## Bottom line, you'll get more from your resources

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

- Keep up to date with activities of influential individuals with donor potential
- 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:

Go to [www.lexisnexis.com/DevelopmentPros](http://www.lexisnexis.com/DevelopmentPros) or call **888-AT-LEXIS**.

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\*Based on data from Voluntary Support of Education Surveys from 2005 through 2010 by the Council for Aid to Education, a national nonprofit organization based in New York City. Results of the 2010 survey were released in February 2011.

†Offer limited to individual addressee specially selected for this promotion and is subject to LexisNexis General Terms and Conditions located at <http://www.lexisnexis.com/terms/general.aspx>. The promotional ID is non-transferable to other subscribers. Use of the ID is limited to the addressee. Offer is valid for seven consecutive days of use beginning with the first use of the Promotional ID. Unused portions of this offer will not be credited or extended for future access. Promotional materials must be accessed by using the Promotional ID number received from LexisNexis. One Promotional ID per recipient. Credits will not be issued for use of promotional material accessed on user's regular LexisNexis ID. Other restrictions may apply.

