



## LexisNexis® for Development Professionals

Raise more dollars with the most current  
and reliable prospecting data available.

LexisNexis® for Development Professionals is an unparalleled online research tool that provides a comprehensive set of sources needed to identify high-value donor prospects and increase fundraising contributions.

LexisNexis® for Development Professionals can help you increase the value of your donations by providing:

- The best data possible to help maximize the integrity of prospect databases
- Real-time alerts to keep you up to date on the activities of influential alumni and other individuals with high donor potential
- News and financial information sources that help uncover philanthropically oriented companies

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

## Individuals

Uncover critical information with **LexisNexis® Public Records** that can help you locate individuals and assess their potential as donors. You'll discover information essential to building an in-depth report—from contact information and the name of a spouse, to assets and more. Take a look at:

- Comprehensive Person Report
- Statewide Person Search
- Comprehensive Business Report
- Comprehensive Location Report
- WealthEngine® Wealth Scores

The screenshot shows the 'Comprehensive Person Report' search form. It includes fields for Last Name, First Name, Middle Name/Initial, Lex ID (em), SSN, Date of Birth, Age Range, Alias Last Name, Relative's First Name, and Other Relative's First Name. There are also checkboxes for 'Strict Search' and 'Find nicknames of first name'. A 'Search' button is at the bottom right.

Individual information sources include:

- Bankruptcies
- Canadian phone numbers
- Cellular & alternate phone numbers
- VeriGift Charitable Giving by iWave™
- Civil & criminal findings
- Concealed weapon permits
- Criminal records
- Email addresses
- 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 offender registries
- Social Security death records
- Statewide person search
- Stock ownership and transactions
- Verdicts & settlements

## Companies

Take a deeper look at the companies you're considering with **LexisNexis® Dossier**. Covering over 80 million public, private and international companies in 1,000 industries and 75 million executives, it synthesizes information into a Dossier Snapshot providing company history, top executives and financial status. In addition, you'll find information that includes:

- Company overview and a description of their business
- List of top executives
- Financials
- Recent news
- Mergers & acquisitions activity
- Recent legal cases

The screenshot shows the 'Dossier' for Sara Lee Corp. It includes a 'Snapshot' section with company details like Type (Public - Parent), Address (2000 Lacey Rd., Glenview, IL 60155-8424), Phone (630-598-6000), and Fax (630-598-8482). It also features a 'Stock Quotes and Charts' section with a line graph showing stock price from Aug 2010 to Jul 2011. A 'Yearly Financials' table is visible at the bottom right.

Year	NET INCOME (USD)	NET SALES (USD)	TOTAL ASSETS (USD)	TOTAL LIABILITIES (USD)
2010	635,000,000	10,793,000,000	8,836,000,000	7,349,000,000

Company information sources include:

- America's Corporate Finance Directory™
- Company briefs
- Corporate Affiliations™
- Datamonitor®
- D&B—Dun's Market Identifiers®
- D&B Minority & Women-Owned Businesses
- D&B® WorldBase®
- Executive directories
- GuideStar®
- Hoover's® Company Records
- MERGERSTAT®
- Thomson Reuters Knowledge Direct
- SEC filings
- Standard & Poor's®
- Vickers Securities Report
- Worldscope®

## 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 Corporate Affiliations™

This service, ordered separately, helps organizations like yours leverage relevant corporate family data to make smarter business decisions—and build more profitable business relationships through:

- Keen insight into over 2 million of the most prominent global public and private companies and the members of their corporate families
- In-depth coverage of professional background details on directors, executives and their professional interactions
- Unique “looks-like” searches that quickly identify and download contact data for potential contributors that “look like” your best donors allowing you to screen individuals by details in their professional biographies such as where they went to school, their current position, association memberships and more
- Tracking 3,000+ executive moves a month and sending timely alerts, based on your selected criteria (by person, company or layers of criteria chosen by the user)
- A selective focus on leading public and private companies and their subsidiaries with deep, trustworthy content on the companies and personnel
- One-click access to official social media channels for companies
- Supplemental MERGERSTAT® news with an additional proprietary merger & acquisition deal tracking tool called MergerTrak™

LexisNexis Data Services can also maintain, cleanse and/or add insightful business data (including corporate families) and biographical details to your current list of donors to help you identify more opportunities. You can also get highly targeted marketing lists of companies that “look like” your best contributors.

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

Call **888-285-3947** or visit us at  
[www.lexisnexis.com/DevelopmentPros](http://www.lexisnexis.com/DevelopmentPros).

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

- Keep up to date with activities of individuals with donor potential
- Locate lost donors 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 and use list-building tools to create prospecting lists
- Develop and maximize the effects of prospecting databases
- And more

### For more information:

Visit [www.lexisnexis.com/DevelopmentPros](http://www.lexisnexis.com/DevelopmentPros)

Call [888-285-3947](tel:888-285-3947)

*“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.

Due to the nature of the origin of public records information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.