9 Ways to Enhance Prospect Research and Donor Stewardship

Whether you're conducting research to cultivate new fundraising prospects or nurturing existing donor relationships, having timely, relevant information is key. Here are nine ways you can leverage the comprehensive content available in Nexis® for Development Professionals to keep individual and corporate donations on the rise.

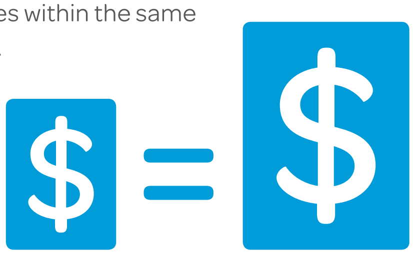
1. **Think global.** It's a small world—digital communications, convenient travel, the globalization of business means that you need research tools that with deep global content. Last year, Harvard University's School of Public Health received a $350 million gift, the largest in the university's history, from an alumnus now residing in Hong Kong. With more than 1.13 million foreign students attending U.S. universities and colleges—and an even greater number who are now alumni—development professionals need relevant sources in order to research donor prospects and wealth held overseas. Nexis for Development Professionals delivers with extensive international news sources and global company coverage.

2. **Identify untapped resources.** With a powerful research tool and broad array of news, individual and company sources, Nexis for Development Professionals makes it easier to refine your searches to compile prospect lists based on similarities. You can, for example, use content related to charitable giving and wealth to identify donor giving patterns that might signal openness to a big gift or create a short-list of donor candidates based by searching for prospects based on zip codes for high-wealth neighborhoods.

3. **Stay connected with more accurate data.** As it is with business, keeping current donors is less costly than attracting new prospects. In addition to the public records information available in Nexis for Development Professionals, you can take advantage of Batch Services to cleanse and append your student, alumni and donor databases, so you can nurture existing relationships while also cultivating new ones to drive fundraising success.

4. **Understand current and prospective donor histories.** With the right resources, you can see other political/philanthropic involvement to better anticipate donor potential. This includes non-profit involvement on boards or foundations, donation histories and more.

5. **Open more doors.** Are you missing out on an opportunity to double your fundraising? By identifying donors affiliated with companies that have donation matching programs, you can quickly increase donation volume. Company research can also help you identify alumni or current doors who sit on corporate boards, providing gateways to larger corporate donations, or you can review corporate hierarchies to identify other potential opportunities within the same corporate family tree.

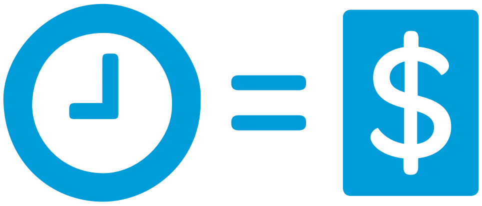


6. **Get personal.** Conducting research and keeping track of news about current or prospective donors can help you uncover details—affiliations that indicate hobbies or topics of interest, news reports that highlight events such as promotions or awards—that provide natural opportunities, like sending a simple note of congratulations, to strengthen your relationship and stay top of mind with donor prospects.

7. **Don't forget about negative news.** Naturally, you want to be on top of positive news stories because they give you great reasons to keep in touch with current and prospective donors, but you also need to keep an eye open for negative news. Negative news searches can keep you alert to potential issues with a prospect you're pursuing. Are there signs, for example, that all is not what it seems on the financial front? Better to find out early than realize after the fact that the new building is being funded—or named—after someone who is under scrutiny for corrupt behavior or has hidden financial problems. After all, reputational damage is very likely to trickle down to affect fundraising; staying alert to negative news is a critical part of mitigating risk.

8. **Think outside the box.** Your research doesn't have to start with a name. Strategically expand your prospect list by conducting searches by university or company. Identify executives with similarities in their educational or professional backgrounds to leverage existing donor relationships. Prioritize your prospecting efforts using wealth indicators to rank giving potential. With the expansive array of sources available through Nexis for Development Professionals, you're only limited by your imagination.

9. **Invest in the right tools.** Fundraising goals are always climbing, making data mining, prospect research and donor stewardship tools more important than ever. As an all-in-one resource, Nexis for Development Professionals helps you saves time and effort on the research you conduct, leaving more time to focus on fundraising campaigns and relationship building. More efficient research and more effective fundraising help ensure a positive return on investment.



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