



Four Ways to Leverage Data to Make the Most of Donor Meetings

The social distancing restrictions of COVID-19 make relationship-building even more challenging for development and fundraising pros. To be successful, you need a smart, insightful pitch backed up by powerful, reliable data.

How does your current research solution stack up against these four critical tasks and data sources?



2020. The dawning of a new decade will go down in history, that's for sure. As the coronavirus and the corresponding shift in our day-to-day interactions from IRL to online simultaneously made our worlds smaller and larger, one thing has become clear: relationship-building is markedly more daunting under the social distancing restrictions of COVID-19.

This sea change is even more challenging for development officers and other fundraising professionals. Forging connections, building rapport and nurturing relationships has always—and will always—start with knowing your prospect. Yet gone for the foreseeable future are the days when you could casually strike up a conversation at a cocktail party or jump on a plane to take an in-person meeting. Fundraising dinners have been replaced by video chats. The precious time that development officers are afforded with a prospect or donor must now work doubly hard to reap rewards.







That means going into every prospect or donor conversation armed with a smart, insightful pitch. And for that, you must have powerful, reliable data.

But just as not all data is created equal, neither are the methods to go about finding it. Use the critical tasks, actions, data sources and rubric that follows to score how your current research solution delivers on data—and how Nexis® for Development Professionals stacks up.

1 Find New Donors

Identifying prospective donors and assessing their potential to support your cause—or simply ensuring you can paint an accurate portrayal of your prospect’s propensity to give—is critical. You need access to the best data possible to help maximize the integrity of your prospect databases.

Actions	Data Sources
Qualify and screen prospects; and create and compile donor profiles	<ul style="list-style-type: none">• Public records* such as contact information, spouse, property records and more• Risk factors such as criminal activity, financial instability, conflicts of interest and negative press• Assets, wealth indicators, education, interests and associations







Who Delivers?					
Nexis	Wealth Engine	Donor Search	iWave	Blackbaud	Search Engines
					
	Partial	Partial	Demographics Only	Partial	

LexisNexis® Public Records provides data covering nearly 98% of the U.S. population. With Nexis for Development Professionals, you’ll discover information that’s essential to building an in-depth report—from contact information and the name of a spouse, to assets and more.

2 Keep Tabs on Your Alumni or Donor Base

Staying up-to-date with the activities of influential alumni, current donors and donor prospects offers a reason to reach out—a crucial step to relationship-building—or identify opportunities and risks that could impact your organization. You need access to real-time alerts to keep you current.







Actions	Data Sources
Track specific prospects, donors and alumni; access timely news from a variety of sources	<ul style="list-style-type: none">• Breaking news alerts for mentions of key prospects, donors and alumni• Local, regional, national, international and specialty trade publication coverage

Who Delivers?					
Nexis	Wealth Engine	Donor Search	iWave	Blackbaud	Search Engines
					
	Specific individuals	Specific individuals	Specific individuals	Specific individuals	e.g. Google Alerts

Nexis aggregates content from more than 40,000 premium news and business sources, including hard-to-find and industry-specific trade journals. There is no more complete collection of news content available in the industry.

3 Identify New Corporate Sponsors

One important long-term funding strategy is to align your organization with the mission and charitable giving tendencies of major corporations. But to identify the right fit and make a compelling pitch, you need fully vetted “back-pocket” insights into corporate giving priorities, drawn from reputable sources.







Actions		Data Sources			
Identify deep company, executive and industry data and generate targeted prospect lists.		A snapshot of a company’s history, top executives, financial status, company news, M&A activity and recent legal cases			
Who Delivers?					
Nexis	Wealth Engine	Donor Search	iWave	Blackbaud	Search Engines
					
					Time consuming and often inaccurate

Covering over 80 million public, private and international companies, 1,000 industries and 75 million executives, Nexis® Dossier synthesizes information into a snapshot that provides company history, top executives and financial status.

4 Make the Most of Your Time and Budget

Who has hours to spend sifting through hundreds if not thousands of records, search engine results and out-of-date information? Not you. You need a robust collection of tools that enable faster, efficient and comprehensive discovery and maximize your ability to create value and increase efficiency for your organization.

Actions		Data Sources			
Browse, zero in on and organize key results; spot connections; deliver information in convenient formats; and stay informed on your schedule		Normalized data enriched with metadata to enable pre- and post-search filtering that improves results relevance, quickly.			

Who Delivers?					
Nexis	Wealth Engine	Donor Search	iWave	Blackbaud	Search Engines
					

LexisNexis® SmartIndexing Technology™ takes the guesswork out of deep research by pairing artificial intelligence with intuitive search terms. Advanced analytics resolve data errors and create a comprehensive view of an individual prospect with over 99.99% accuracy. Flexible, intuitive search console enables saved searches and shared folders for easy collaboration. Live-link search terms allow you to jump from search term to search term within your results. Customizable alerts keep you up-to-date on news mentions—on your schedule. Plus, with Nexis Solutions, you can count on support from our dedicated account management, training, customer support specialists, and data specialists who are here to help ensure you get the most value from our solutions.



The social distancing restrictions of COVID-19 make relationship-building more challenging, but not impossible. Before you invest in one or more research tools, consider what Nexis for Development Professionals brings to the table.

Interested in a virtual demo of
Nexis® for Development Professionals?

[LexisNexis.com/internationalsales](https://www.lexisnexis.com/internationalsales)
or call **+31 20 485 3456** to get started.



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