

Donor Discovery™: A Reeher Best Practice Module

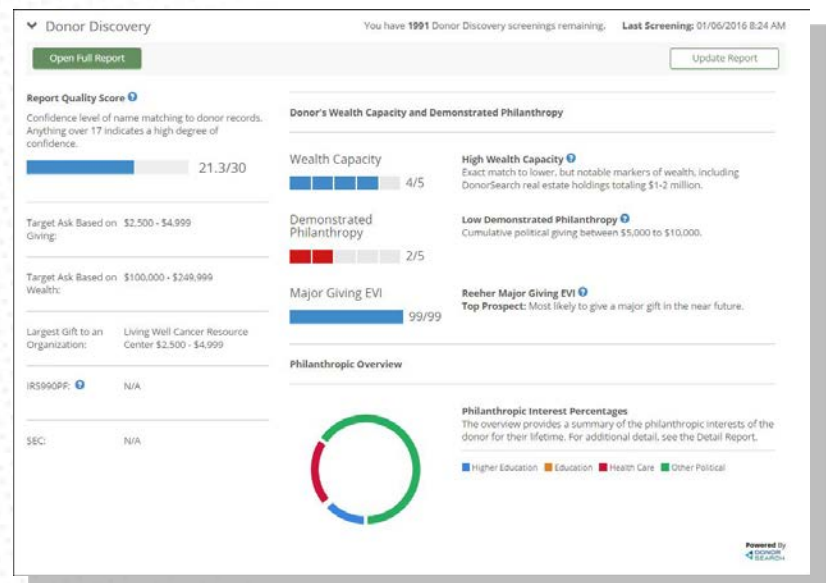
➤ Get on-demand access to wealth screenings from the Reeher Platform

Donor Discovery provides immediate, on-demand access to detailed wealth screenings so front-line fundraisers can have current and reliable data as they prepare to meet with a prospect or prepare a proposal.

By providing the right information at the right time, Donor Discovery helps gift officers create more informed prospect strategies, yielding greater proposal success.

In addition, prospect researchers can leverage Reeher predictive scores along with Donor Discovery's bulk screening capacity to eliminate wasted wealth screens of constituents with low inclination. Prospect researchers can pinpoint their screening efforts and assist their frontline fundraisers with data that is clearly presented, requires less time to interpret and is directly integrated with the Reeher Platform.

- **Arms gift officers with data as they need it**
- **At-a-glance summary information on Wealth Capacity and Demonstrated Philanthropy**
- **Detailed constituent profiles for deep-dive analysis**
- **Easy batch screening capabilities for prospect researchers**
- **Saves money by reducing the number of wealth screens**



Donor Discovery puts easy-to-interpret information on Wealth Capacity and Demonstrated Philanthropy at the fingertips of frontline fundraisers.

Donor Discovery includes immediate, on-demand access to wealth data, as well as batch screening, meeting the needs of both gift officers and prospect researchers.

Gift Officers – Be More Efficient, More Prepared

- Create tailored strategies for your highest-value prospects with direct Reeher Platform access to comprehensive data on wealth capacity and demonstrated philanthropy
- Need a new wealth screen on a top prospect? Pull the latest data yourself with just one click
- Increase your likelihood of proposal success with a better understanding of your prospect's philanthropic interests and detailed charitable giving history

Prospect Researchers – Screen Only Your Most Likely Constituents

- Use Reeher predictive scores to pinpoint and screen only those prospects who are most likely to give and have a known inclination toward your institution
- Submit batch screenings based on your own Reeher Platform Targeter queries of specific groups, such as new parents or alumni event attendees
- Quickly zero in on research targets by accessing wealth screening scores alongside Reeher predictive scores in Targeter
- Update screenings as-needed, with one-click refresh capability
- Extend your research budget – reduce the number of records submitted for batch screening by as much as 90 percent

Examples of Donor Discovery Data



- Philanthropic Giving
- Political Giving
- Corporate and Nonprofit Involvement
- Real Estate Ownership
- SEC Transactions
- Recommended Ask Amounts
- “Quality of Match” Score

Learn More

Donor Discovery is a Reeher best practice module, powered by DonorSearch, and is fully integrated with the Reeher Platform. Contact us to learn more about how this new product can help your team save money on wealth screens and better arm your gift officers with actionable wealth profile data.

Call 651.789.1700, email info@reeher.com.

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