



Enter here. Start anew.

CITYGATE[™]
NETWORK

*Against
All Odds*

1 John 5:4





Welcome to
***Increase Results Through Donor
Research and Analysis***

Presenters: Wheeler Mission, Indianapolis

Jeff Boxell

Sr. Director of Donor Relations

Ryan Mathews

Donor Research Analyst

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Where did our Donor Relations program start?

Jeff was hired in 2017 as Sr. Director of Donor Relations:

- Started with 1,300 WWS donors*
- \$9.1 million in contributions (\$13 million today)*
- Focused on donors having an enjoyable experience*
 - Timely and meaningful touch points and thanks*
 - Learning communication preferences, passions, and interests of donors*

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Where did our Donor Relations program start?

Building the “Dream Team”:

- Have since added 2 additional Donor Relations Officers
 - Increased our ability to connect with more donors**
- Hired a Donor Research Analyst in 2021*
- Recently started a Mid-Level giving program with 2 officers*

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What is donor research?

Is it just creeping on people?



What is donor research?

Also called prospect research, donor prospecting, or screening:

- According to Donorsearch, it is a technique used to identify high-impact donors within and beyond an organization's current donor pool. Through this process, nonprofits gather immense data – info such as donors' backgrounds, past giving histories, wealth indicators, philanthropic motivations, and more.*

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Where We Started

Tasks the Donor Research Analyst started with:

- Changed our portfolio gift report from weekly to daily*
- Responsible for finding contact info for donors*
- Researched donors who gave a one-time gift of at least \$1,000*
- DRO's gave me a tour of our facilities so I could get to know their personalities and interests*

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Donor Research Tools



Wealth Screening Tool (we use iWave)

INSIDER FILINGS 1-10 of 42 results

<input type="checkbox"/>	Name	Role	Institution	Region	Country	Acquired or Disposed	# of Shares	Transaction Price	Shares Remaining	Transaction Date	Form Type	Confidence ↓
<input type="checkbox"/>	[REDACTED]			United States	United States	Acquired	10,000	\$15.22	10,000	05/17/2019	4	5.4
<input type="checkbox"/>	[REDACTED]			United States	United States	Acquired	7,500	\$42.09	7,500	05/30/2018	4	5.4
<input type="checkbox"/>	[REDACTED]			United States	United States	Acquired	7,500	\$25.96	7,500	06/01/2017	4	5.4
<input type="checkbox"/>	[REDACTED]			United States	United States	Acquired	3,125	\$9.77	3,125	07/02/2007	4	5.4

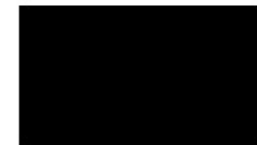
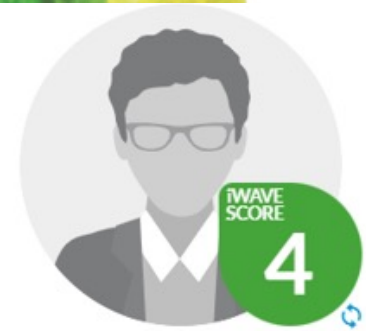
US REAL ESTATE 1-2 of 2 results

<input type="checkbox"/>	Name	Confidence ↓	Type	Value	Value Type	Highest Value	Highest Value Type	Street Address	City	State
<input type="checkbox"/>	[REDACTED]	10	Person	\$2.04 million	Assessed	\$2.04 million	Assessed	[REDACTED]	Zionsville	Indiana
<input type="checkbox"/>	[REDACTED]	4.4	Person	\$542,800	Appraised	\$1.47 million	Market	[REDACTED]	Christiana	Tennessee

CHARITABLE DONATIONS 1-6 of 6 results

<input type="checkbox"/>	Donor Name	Confidence ↓	Type	Matches	Gift Year	Gift Type	Gift Range	Recipient Name
<input type="checkbox"/>	[REDACTED]	7.1	Person	9	2006	Annual	\$1 - \$99	Association of Fraternity Advisors Foundation
<input type="checkbox"/>	[REDACTED]	7	Person	4	2018	Annual	Unspecified	Mercer County Civic Foundation
<input type="checkbox"/>	[REDACTED]	10	Person	4	2007	Annual	\$100 - \$149	Julian Center Inc
<input type="checkbox"/>	[REDACTED]	7	Person	4	2018	Annual	Unspecified	Mercer County Civic Foundation
<input type="checkbox"/>	[REDACTED]	10	Person	5	2021	Annual	\$5,000 - \$7,499	Sheltering Wings Center for Women Inc
<input type="checkbox"/>	[REDACTED]	4.6	Person	1	2009	Annual	\$1 - \$249	The Villages

Can give info on real estate, career, insider stock filings, foundations, giving to other organizations, etc.



2 Uncommon Name

3 Planned Giving Score

LARGEST ESTIMATED CAPACITY

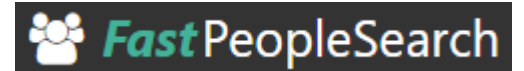
\$399,861

Based on US Real Estate

Other ways to find helpful donor info

LinkedIn

- Social media – I focus on LinkedIn and Facebook
- Work Bios from company websites (use email address)
- Google!
 - Google alerts
- Contact information websites such as Whitepages
 - Other free sites like fastpeoplesearch.com
- Government websites
 - Marriages, Divorces, companies they own
- Scan the local business news



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IN]BIZ

Utilize the data!

Pass along the necessary information to the right DRO:

Affiliations/Bio Details

- Steve Germani has been their "Relationship Manager" since July 2020
- ██████████ 57 years old
- Their main residence is in Fort Myers, FL
 - They spend summers on Lamb Lake near Trafalgar, IN
- ██████████ retired in 2019
 - [He retired as the Executive VP of Global Field Operations and Assurance at ██████████](#)
 - He was based out of New Jersey for several years
- He graduated from Purdue with a major in Mechanical Engineering
 - He received his MBA from Ball State
- ██████████ is on the board of [KidsPeace](#), a charity that serves the behavioral and mental health needs of children, families, and communities
- [He was appointed to the Hylan board in 2020](#)
- I believe they have two children in their 20's
- [His mother was very involved at her church in Franklin](#), and his sister works at a seminary in Guatemala

Wealth Indicators

- Own \$3.2 million in real estate
 - Homes in Trafalgar, Columbus, and Fort Myers, FL
- Largest Estimated 5-year Giving Capacity of \$390k

Giving Indicators

- Wheeler Mission Giving History
 - Largest gift - \$30k (May 2020)
 - Lifetime giving - \$116k since 1994
 - Latest gift - \$10k (Apr 2022)
- Other Organization Giving History
 - [KidsPeace Corp](#) – \$100k-\$200k (2021)
 - [KidsPeace Corp](#) – \$20k-\$30k (2019)
 - York Catholic High School Student Aid & Endowment Fund – Unspecified Amount (2018)

Can you reach out to him with a [congrats](#) about this?

[Cybersecurity firm ██████████ Networks lands \\$6 million investment](#)

- ██████████ is the CEO of ██████████ Networks
 - ██████████ does cybersecurity for some very large financial firms
 - company has raised \$9 million in investing
- they appear to have lived and worked in Indy for at least 6 years
 - might still live/visit here often as local companies have invested in ██████████
- currently live just outside of Raleigh, NC
 - own 2 homes there totaling over \$1 million in value
- iWave capacity: \$107k
- they have a few smaller donations to Habitat for Humanity
 - maybe homelessness is a passion of theirs?
- Wheeler Giving
 - usually make 2 gifts a year totaling about \$300-\$800
 - have not donated to us yet this year

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Donor Research and Analysis at the Present

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What's changed over the past 3 years?

More work with the “big” donor data:

- Still doing daily reports and finding contact info*
- Create reports for our various giving groups and tiers*
- Now research gifts of \$1.5k+*
- Oversee and organize our Portfolio Review Process*

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How has donor research benefited Donor Relations Officers?

- *Helps maximize our donor base*
- *Helps find **current** donors with potential for growth*
 - *In both passions and finances*
- *Finds donors who have increased their annual giving*
- *Increases knowledge about new donors in our portfolio*
- *A portfolio “refresh” every year*

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Portfolio Reviews

Increasing the efficiency of DRO portfolios

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Portfolio Review Process

Summarize the donor's giving and relationship:

- *Create an Excel spreadsheet with the following info*
 - *Last 4 years of giving plus current year*
 - *Date Placed on DRO's Portfolio*
 - *Relationship Score*
 - *Interactions (two-way communication with donor)*
 - *iWave's Estimated 5-year Giving Capacity*
 - *A few others like Largest gift, latest gift, etc.*

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Portfolio Review Process

How we determine a donor's Relationship Score (0-6):

- *Count the number of statements the DRO answers yes to*
 - *I've reached out to the donor within the last 2 mos.*
 - *I know why the donor is giving to Wheeler.*
 - *I know the donor's passions and interests.*
 - *I know how the donor likes to be communicated with.*
 - *I had a F2F meeting with the donor within the last year.*
 - *I have a personal plan for this donor.*

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Portfolio Review Process

Constituent ID	Constituent Name	2024 Giving To Date	2023 Giving	2022 Giving	2021 Giving	2020 Giving	Date Placed on Portfolio	Relationship Score	23-24 Interactions	Estimated Capacity
177834	xxxxxxx	\$2,100	\$45,950	\$66,250	\$10,000	\$16,000	7/1/2021	5	3	\$118,740
149791	xxxxxxx		\$35,000	\$10,000	\$10,000	\$13,000	4/4/2022	3		\$724,033
249600	xxxxxxx		\$20,000	\$0	\$0	\$9,000	12/27/2023	3		
246915	xxxxxxx	\$3,332	\$29,000	\$28,000	\$10,000	\$3,000	7/15/2021	6		
267498	xxxxxxx		\$25,000	\$0	\$10,000	\$20,000	7/28/2021	6	3	\$140,000
288426	xxxxxxx		\$25,000	\$0	\$10,000	\$20,000	10/22/2021	6		
287883	xxxxxxx	\$1,775	\$22,090	\$21,310	\$21,110	\$19,305	7/1/2021	6		\$12,500
203281	xxxxxxx		\$16,500	\$5,350	\$27,500	\$8,000	7/15/2021	6	5	\$19,829
138737	xxxxxxx	\$50	\$15,594	\$15,594	\$15,594	\$5,545	8/5/2021	4		\$37,500
376087	xxxxxxx	\$660	\$15,484	\$7,650	\$5,656	\$8,528	7/15/2021	5		\$37,500
244665	xxxxxxx		\$15,000	\$25,000	\$15,200	\$20,000	4/10/2023	6	1	\$10,000
357717	xxxxxxx		\$10,000	\$25,000	\$15,200	\$20,000	4/10/2023	6		
187292	xxxxxxx		\$15,000	\$15,000	\$16,432	\$10,288	7/1/2021	2		\$3,000
366100	xxxxxxx	\$200	\$12,900	\$3,950	\$3,103	\$3,900	9/29/2021	6	4	\$109,640
49165	xxxxxxx	\$10,000	\$12,801	\$17,601	\$6,101	\$7,772	7/15/2021	6		\$106,748
29007	xxxxxxx	\$750	\$12,546	\$2,489	\$4,322	\$0	8/3/2022	6	2	\$611,498
289922	xxxxxxx	\$90	\$10,827	\$5,684	\$5,684	\$5,540	7/15/2021	4		\$496,305
206829	xxxxxxx		\$10,287	\$10,288	\$0	\$0	1/5/2023	3		\$117,432
354092	xxxxxxx		\$10,109	\$12,000	\$3,087	\$8,144	7/15/2021	2		\$37,500
338348	xxxxxxx		\$10,000	\$15,000	\$10,000	\$10,000	7/1/2021	6	4	\$150,000
10614	xxxxxxx		\$10,000	\$12,500	\$12,500	\$15,720	7/1/2021	3		\$13,750
359545	xxxxxxx		\$10,000	\$12,000	\$3,000	\$2,000	9/15/2023	5	1	\$10,000
44704	xxxxxxx		\$10,000	\$10,104	\$4,150	\$2,500	10/5/2022	5	3	\$58,343

Constituent ID	Constituent Name	Spouse Name	My Recommendation	My Notes	2024 Giving To Date
177834	XXXXXXXX	XXXXXXXX			\$2,100
149791	XXXXXXXX	XXXXXXXX	Keep		
249600	XXXXXXXX	XXXXXXXX	Drop		
246915	XXXXXXXX	XXXXXXXX	Move to other DRO		\$3,332
267498	XXXXXXXX	XXXXXXXX	Move to Middle Donor/Stewardship		
288426	XXXXXXXX	XXXXXXXX			
287883	XXXXXXXX	XXXXXXXX			\$1,775
203281	XXXXXXXX	XXXXXXXX			
138737	XXXXXXXX	XXXXXXXX			\$50

Carmen's Recommendations for Portfolio	
Keep	130
Drop	6
Move to other DRO	3
Move to Middle Donor/Stewardship	24
Total Recommendations	163
Total in Portfolio	163

DRO Portfolio Guidelines	
Primary Assignments	125-150
Secondary Assignments	25-50
Giving Range	\$5k+

Jeff's Recommendations for Portfolio	
Keep	62
Drop	6
Move to other DRO	1
Move to Middle Donor/Stewardship	93
Total Recommendations	162
Total in Portfolio	163

Ryan's Recommendations for Portfolio	
Keep	98
Drop	30
Move to other DRO	0
Move to Middle Donor/Stewardship	35
Total Recommendations	163
Total in Portfolio	163



Portfolio Review Process

Benefits:

- *3 people make decisions independently to start*
- *The three of us come together and make unified decisions*
- *Set time to evaluate portfolios and free up space for new donors with potential*
 - *They have already had contact with many of them through research of recent \$1k gifts*





Successes

Over the recent years

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Successes We've "Felt"

- *Congratulating donors in the news has helped with interactions*
- *DRO's often have a better and quicker understanding of donors' passions when they reach out*
- *Contact information is more available and accurate*
- *Research Analyst is able to answer gift questions for DRO's*
- *Portfolio Reviews decrease portfolio "staleness"*

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Successes “By the Numbers”

- *175 current portfolio donors added/moved since Oct 2021*
 - *2021 - \$660,000*
 - *2022 - \$999,000*
 - *2023 - \$1.3 mil*
- *Number of gifts from individuals of at least \$5k*
 - *52% increase from 2019 - 2023*
- *Number of WWS Members (donors of \$1k+ annually)*
 - *48% increase from 2019 – 2023*

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Quick Tips to get donor research started

Focus on your current donors!

- *Wealth screening tool*
 - *Valuable data that gives you a good place to start*
 - *Don't "over-focus" on giving capacity*
- *Use multiple tools to verify contact information*
 - *White Pages, Fastpeople, wealth screening tool*
- *Research donors who give a gift of a set amount (\$1k)*
- *Scan the news (quickly!)*
- *You might want to join APRA*

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Don't forget to do the



evaluation!

