

predictive modeling guide

MAJOR GIFT CODE

A	(0.5%)	Strongest
B	(1.5%)	↓
C	(3.0%)	
D	(10.0%)	
E	(85.0%)	Weakest

PLANNED GIVING CODE

P	Primary
S	Secondary
T	Tertiary
X	Non-prospect

PHILANTHROPIC CAPACITY RATING

P1	Most Likely
P2	↓
P3	
P4	
P5	
P6	
P7	
P8	Least Likely

ANNUAL GIVING CODE

1	\$5,000+
2	\$2,500 to \$4,999
3	\$1,000 to \$2,499
4	\$500 to \$999
5	\$100 to \$499
6	Up to \$100

POTENTIAL GIFT RANGE

SPECIAL FOCUS INDICATOR

NL	High Capacity, Low Engagement
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TOP PHILANTHROPIC PRIZM SEGMENTS

01	Upper Crust
02	Blue Blood Estates
05	Country Squires
06	Winner's Circle
07	Money & Brains
09	Big Fish, Small Pond
10	Second City Elite

For client support: call 866.378.8540 or e-mail
support@donorscape.com

wealth screening guide

GIFT CAPACITY RATING

Based on economic information from 12 Data Sources and demographic and giving information when available.

1
2
3
4
5
6
7
8
9
10

GIFT CAPACITY ESTIMATE

"Stretch" gift range that an individual could make over a five-year period to philanthropic priorities.

More than \$10 Million
\$1 million to \$9,999,999
\$250,000 to \$999,999
\$100,000 to \$249,999
\$25,000 to \$99,999
\$10,000 to \$24,999
\$2,500 to \$9,999
Less than \$2,500
Insufficient Public Wealth Data
Not Yet Rated

WEALTH SCREENING DATA SOURCES

Biographical Sources

CorpTech: Tech Business Profiles

Dun & Bradstreet: Business & Executive Information

GuideStar Public: Non-profit Board of Directors

GuideStar Private: Private foundation Board of Directors

Market Guide: Business Profiles

Marquis: Who's Who Biographies

Waltman Directors Report: Board of Directors

Hard Asset Sources

Lexis-Nexis: Real Property Records

Larkspur: Pensions

SEC Insiders: Inside stock transactions

Philanthropic Activity Sources

FEC: Federal election campaign contributions

Waltman Donor: Non-profit annual reports.

MATCH QUALITY RATING (MQR) FILTER

The Match Quality Ratings are the single character codes that denote how confident GG+A is that the specific match belongs to your prospect. The more pieces of information in the submitted record that match the source data, the greater confidence GG+A has in that match.

E	Exact	Most identifying information submitted for the record matched to the data source.
N	Near	Critical pieces of identifying information submitted for the record matched to the data source.
P	Possible	Several identifying pieces of information submitted for the record matched to the data source.
S	Simple	The minimum identifying pieces of information matched to the data source (name and state only).

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