

ResearchPoint™

You can get data on your prospects from a plethora of sources. And, you can store that information in myriad places. **But what truly makes a difference is when you can centralize all of your prospect information in one system, make your data actionable, and simplify your entire research process** to make a bigger impact on your organization's fundraising efforts.

That's where ResearchPoint can help. **ResearchPoint** efficiently manages vast amounts of critical prospect data and optimizes your research process, enabling you to make more strategic decisions and contributing to a stronger prospect pipeline. ResearchPoint helps you discover the prospects in your database who have both the capacity and affinity to give to your organization, allowing you to maximize value at every stage of the donor pyramid — from annual and major giving to planned giving.

HOW DOES IT WORK?

ResearchPoint combines public data with donor information from your database of records to build a complete view of prospects, which enables you to better target and secure gifts, as well as avoid mistakes like asking for a smaller gift than you should.

ResearchPoint helps uncover the major and planned giving prospects within your database that you didn't know were there. Plus, ResearchPoint's Prospect Quick Search tool makes "cold prospecting" a breeze by allowing you to search for new contacts outside of your database, even if you only have partial name and address information available. From there, you can create a constituent record and begin the cultivation process for qualified prospects.

HOW IS RESEARCHPOINT DIFFERENT THAN THE OTHER PROSPECT RESEARCH TOOLS OUT THERE?

ResearchPoint:

- Saves significant time during the research process — through unmatched automation, data confidence, and reporting and search capabilities
- Provides proactive, real-time research through nightly Data Refresh that ensures you are constantly getting new information on prospects
- Improves data hygiene by providing new biographical, name, and address data when found
- Enhances professionalism of the research team through one-click prospect profile reports and prospect pipelines and modeling dashboards
- Gives researchers the flexibility to submit groups for wealth searches with results delivered instantly
- Allows you to hyperlink to any ResearchPoint page in your CRM system
- Provides relationship mapping that will visually display a prospect's relationship to other individuals or organizations, making it easier to build relationships and recognize existing connections

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- Uncovers new or changed information on prospects through daily alerts and unlimited one-by-one wealth screening
- Assists researchers in organizing, querying, mapping, and reporting on static and dynamic prospect groups
- Increases data security, decreases costs, and provides 24/7 remote access, plus free solution training right from within the software

WHAT ARE SOME OTHER BENEFITS OF RESEARCHPOINT?

Automate your daily tasks and centralize key information so you can work smarter, not harder. ResearchPoint™ enables you to readily extract data and generate profiles with one click. Leverage the best prospect profiling services available in the industry.

ResearchPoint is brought to you by Target Analytics, a company dedicated exclusively to helping nonprofits establish development strategies and maximize fundraising results. **Target Analytics®** is the leading provider of major giving, planned giving, annual fund giving, target gift range, and custom modeling based on your internal data. These models help you understand who in your files has the greatest likelihood to give.

Target Analytics also delivers hard asset, private and public company, real estate, political donation, nonprofit and private foundation affiliation, biographical, philanthropic contribution, and affluence data from the leading, most reliable data vendors.

When you log in to ResearchPoint, you can rest assured that you'll get trustworthy, actionable data on your key prospects. We give you confidence levels on each prospect to provide an instant visual cue about the strength of your match, so there's no guesswork involved.

Choose a solution that makes prospect information accessible from anywhere, anytime, since it is built on the Software-as-a-Service (SaaS) model.

RESULTS

With **ResearchPoint**, everyone — from prospect researchers to development officers and directors — will be able to turn simple data into actionable information to make better decisions. You'll have trustworthy, complete information on new and existing prospects, resulting in better and more successful development plans.



“We are able to save time building profiles while receiving a quick view of prospects with ResearchPoint. I also like that ResearchPoint receives automatic updates so we know the information is always current.”

— Amy Charles
Director of Prospect Research
Wichita State University Foundation



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