

WealthEngine: The “Winning Edge” for Election 2012





Enabling Political Fundraisers to Maximize Fundraising Success

The playing field has changed for candidates, PACs, party committees, consultants, and other political and advocacy groups. The old methods of fundraising are no longer adequate. **The winners this election will be those who adopt the latest innovations in database research, predictive analytics and mathematical modeling.**

WealthEngine’s wealth identification solutions paint a detailed financial portrait of your current supporters to help you develop an appropriate “ask” amount. We also offer solutions to identify new prospects with both the financial resources and the inclination to donate to your cause -- giving you a written profile of their hard assets, income, insider stock and giving history.

Over the past decade, WealthEngine’s products have transformed the fundraising marketplace for more than 3,500 charitable, educational and other nonprofit organizations.

More than 3,500 clients turn to WealthEngine for comprehensive wealth identification solutions across four key areas: Analytics, Research, Prospecting and Consulting.

 ANALYTICS	Who are my best donors and prospects?	 RESEARCH	What can I learn about these people?	 PROSPECTING	How can I find more prospects just like them?	 CONSULTING	What strategies should I use to reach them?
---	---------------------------------------	--	--------------------------------------	---	---	--	---

WealthEngine calculates a unique and accurate Propensity to Give (P2G™) rating for both prior donors in your database and individuals named on lists acquired from third-party sources. We save you time and money by efficiently sorting your database by P2G ratings and Estimated Giving Capacity, allowing you to focus on your top prospects and give customized levels of attention to individuals in other tiers.

Save time and get to the heart of your fundraising targets with WealthEngine:

- **Focus on the right donors with the right ‘ask’** by assembling reliable, hard-asset info from 30+ data sources to create complete financial profiles.
- **Identify new donors** for your campaign, PAC, party committee or group by searching for wealth and a demonstrated affinity for similar causes.
- **Leverage the support you receive from current supporters and bundlers** by using our unique Circle of Friends feature to identify their wealthy contacts.
- **Use next-generation analytics and research to establish targeted fundraising campaigns.** Screen donor lists for segmentation into tiers ranked by Propensity to Give (P2G™) ratings and Estimated Giving Capacity. This allows you to effectively target donors for fundraising events, phone calls, direct mail and e-mail solicitations

The foundation for WealthEngine’s solutions is **FindWealth Online**, our wealth intelligence platform that brings comprehensive insight into the wealth and lifestyle of your donors and prospects.

Get Started Today!

Contact Leo Kane at 240-744-4966 or lkane@wealthengine.com for more information.