P!N Electronic Screening

P!N Electronic Screening is a powerful prospect screening tool that allows you to easily find, profile, monitor and rank the wealth in your database.

Identify the "millionaire next door" and those prospects that are most likely to give at higher levels. Know who to call first and make better decisions about appropriate ask amount.

Our industry experts use methodologies that ensure the greatest consistency in the scoring process, the greatest likelihood of matches in the screening process (short term and long term), and reveal where more in-depth research might prove beneficial. We also rank your prospects based on our unique 3-D approach which analyzes wealth capacity, affinity to your organization, and propensity to give. When these three attributes converge, you know you've found your best prospect.

Bottom line, **P!N Electronic Screening** gives you the data you need for fundraising success.

Feature Highlights

Comprehensive Data Sources

Best Data Sources – Sources include Thomson Financial, LexisNexis®, Dun & Bradstreet®, Marquis Who's Who®, GuideStar®, Echelon™, NOZA, FEC, and more.
Data Categories – Cull prospect data in the areas of real estate, foundations, political, private company, biographic and more.

3-D Approach to Ranking

Capacity Assessment – Determine the financial giving ability of prospects with our Gift Capacity Calculator.
Affinity Rating – Identify your most interested supporters by their personal affinity to your organization.
Propensity Rating – Find those prospects most likely to behave as a major donor.

Easy-to-Use Web-based Platform

Secure – Prospect data is guarded and secured in commercial co-location facilities with monitoring and full data encryption.
Easy-to-Use Tools – No technical skills required. Users can easily create complex queries to intelligently segment and mine results.
Exact and Proximity Matching – We also provide "proximity" matches you can easily view, delete or keep.
Customizable Reports – Choose what data elements appear in HTML, text, or even e-mail reports.
Customizable Landing Page – Reports can also be created and accessed through a landing page that appears after logging in.
Integrated Mapping System – Plot the locations of your prospects to aid in campaign and trip planning.
Administrative Privileges – Log user activity. Restrict access to selected screens and functions such as storing and printing.
Data Integration – Our system will easily integrate with data from a variety of legacy systems.
Automatic Data Refresh – Information from most data sources can be refreshed regularly and automatically.

On-demand Feature

P!N Central™ – This service can be purchased as a stand-alone or an add-on to our full screening service. With **P!N Central** you can instantly screen individual or batch constituent records whenever you need to with a push of the button.

Feature Set

P!N Electronic Screening Included Data Sources

- Thomson Financial (SEC Financial)
- Dun & Bradstreet® (Private Company Data)
- GuideStar® (Foundation Data)
- IRS Exempt Organization (Charitable Donation Data)
- Marquis Who's Who® (Personal Data)
- Noza (Charitable Donation Data)
- LexisNexis ALLBIO File (Biographic Data
- LexisNexis® (Real Estate Data)
- FEC (Political Data)

P!N Electronic Screening Included Services

- Face to Face Presentation of Results
- On-site or Web Conference Training
- Tech Support

Written Executive Results Summary:

- Prospect ID by Diverse Criteria
- Gift Pyramid
- Donor Segmentation
- Solicitation Results
- Potential Yields

Add-ons

Data Sources:

- Echelon Power Segments™ (Liquid Assets Data)
- AlumniFinder*

Services:

- Potential Plus Rating (Predictive Modeling)*
- Prospect Affinity Report*

Appending and Processing:

- E-mail Append*
- National Change of Address*
- Telephone Append*
- Date of Birth^

Screening Features

- Exact and Smart Matching
- Capacity Scoring
- Attachment Scoring

Sphere Platform Features

- Customizable Landing Page
- Sophisticated Query Tool
- Search Tool
- Integrated Mapping System
- Exportable from Kintera.com
- Administrative Privileges
- Customized Reports
- Reports via E-mail
- Add/Edit Prospect Data
- Automatic Refresh of Sources:* Thomson Financial, Dun & Bradstreet, Guidestar, Marquis Who's Who, and Noza

P!N Central™

- Purchase as Stand-alone or Add-on to
- Instantly Screen Individual or Batch Records
- Changes Report

Data Sources:

- Thomson Financial
- Dun & Bradstreet
- GuideStar
- Marquis Who's Who
- Noza
- LexisNexis
- FEC

* = Additional fees apply.

^ = DOB matching included with P!N Electronic Screening however additional fees apply for additional flat file delivery.

get started today

To learn how Target Analytics can help you improve your results, contact your Target Analytics representative or email us at solutions@blackbaud.com.

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