



Increase Your Fundraising Success



**When looking for support
PRO will help you determine:**

*who to ask...
who is most likely to give...
when to ask...
how to ask...
how much to ask for...*

Prospect Research Online provides subscribers with essential information as they source financial support from individuals, corporations and foundations.

Whether you are a one person development office or one of the world's largest nonprofit organizations, our database is integral to your prospect development efforts.

We are continually amazed by how our subscribers come up with new ways to use PRO to empower their organizations in their fundraising initiatives. Just some of the ways our subscribers use PRO include:

- Find lost alumni
- Identify new sources of foundation funding
- Identify corporate matching gift programs
- Combining a group of data providers in one service
- Identify employees of matching gift companies
- We help to identify who to ask for financial support
- Find out who is funding similar organizations to yours
- Track insider transactions of your prospects
- We help to identify when to ask for financial support
- Receive email alerts on your prospects
- Be notified of a prospect's promotion
- Research the charitable giving history of your donors
- Find new individual, corporate or foundation donors
- Identify new grant proposal opportunities
- Create a list of founders/CEO's for your next event
- Identify wealthy individuals in your zip code
- Search for your alumni in a particular state
- Find a company's matching gift request form
- Identify companies in specific revenue ranges
- Identify key people at foundations and companies
- Recruit board members for your nonprofit organization
- Research the grant activity of grant makers and grantees
- Search for specific people in the philanthropic community
- We help to identify how much to ask when seeking financial support
- Evaluate funding for similar organizations, or benchmark grant giving
- Search political contributions of your prospects
- Reduce your time spent on prospect research
- Keyword search 990 forms

Prospect Research Online's innovative bundling of data providers allows development and fundraising professionals to gather philanthropic information on foundations, individuals, and corporations in a very cost effective and timely manner. PRO subscribers include organizations from every state in the US, 10 provinces in Canada, the UK and Australia.

Prospect Research Online (PRO) data providers include ZoomInfo's PowerSearch, NOZA's world's largest database of charitable gifts, Guidestar's Grant Explorer, Infinata's High Net Worth Alert, HEP Development's database of matching gift companies called GiftPlus Online, Larkspur Data database of wealthy people called Prospects of Wealth, our own form 990 search tool called 990 Search, PRO Data and more.

zoominfo powersearch

The powerful technology of ZoomInfo's Powersearch is included in your subscription to PRO. With over 50 million people and 5 million companies, PRO subscribers have the ability to search the largest directory of people and company information available anywhere. ZoomInfo's unique search system crawls the Internet and reads millions of websites, press releases, electronic new services, SEC filings and other online sources. Using sophisticated natural language processing tools, it extracts information about people and the companies they work for and combines them into an easily searchable database.

NOZA A donor for every cause

CTELLIGENCE

Noza's database is the world's largest searchable database of charitable donations available for use by nonprofit organizations. With up to 13 fields of data for each record, NOZA offers information on 46,931,265 gifts. NOZA adds approximately one million US records per month.

Ctelligence, in partnership with NOZA is pleased to bring 1,840,816 searchable charitable donations for our Canadian subscribers. Ctelligence adds 50,000 new Canadian records per month. It's remarkable growth provides our Canadian subscribers with a perpetual stream of donor and recipient information.

Grant Explorer

Grant Explorer is the most comprehensive source of grant information available online. It's a grant research tool that includes over 52,000 foundation and 3 million grants. It is updated with over 8,000 listing weekly.

High Net Worth Alert

High Net Worth Alert specializes in tracking the daily activities of nearly 2 million high net worth individuals and the companies they work for. The email alert feature of HNW Alert allows you to track the wealth creating events in the lives of the high net worth individuals in the database. It is not just another data provider for PRO but an enhanced alert service for our subscribers.

Gift PLUS Online CORPORATE MATCHING GIFTS

GiftPlus is a unique database of over 15,000 companies and their corporate matching gift programs. The database contains authoritative profiles on companies and subsidiaries that match gifts to nonprofit organizations. Our subscribers refer to it as our "Double Your Money" Section!

PROSPECTS OF WEALTH

Prospects of Wealth by Larkspur Data contains approximately four million high net worth individuals located throughout the United States, compiled from over 70 public sources of information, based on multiple evidences of wealth. Data can be exported into a spreadsheet.

990 Search

990 Search by iWave is an innovative research tool designed to help prospect researchers find specific information from private U.S. foundation (Form 990-PF) returns obtained directly from the Internal Revenue Service. Using the latest OCR (optical character recognition) technology iWave has digitally captured one million pages of data from over 90,000 private U.S. foundation tax forms. This information is key word searchable or searchable by specific field.

PRODATA 2007 PRO DATA Search 2007 Edition

PRO DATA provides detailed profiles on corporations, foundations, individuals, executives and much more delivered in one, easy to use system for prospect researchers.