

The Value of Donor Research: Free and Fee Resources and Their Pros and Cons

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Roger Magnus

Roger Magnus Research

Amherst, MA

Web: www.rogermagnusresearch.com

LinkedIn: <https://www.linkedin.com/in/rogermagnus>

Phone: 413-687-8466

Questions

1. Who has done research?
2. Who has done research using subscription databases?
3. Who has researched a prospect's real estate?
4. Who has researched a prospect's donations to other nonprofits or political organizations?

Introduction

1. Overview of Prospect Research
2. Biographical Information
3. Real Estate
4. Charitable Giving
5. Foundations/Donor Advised Funds
6. Political Giving
7. Nonprofit Affiliations
8. Donor Compensation
9. Employment/Education
10. Company Ownership
11. Other

What is Prospect Research?

“Prospect research is a technique used by fundraisers, development teams, and nonprofit organizations to learn more about their donors’ personal backgrounds, past giving histories, wealth indicators, and philanthropic motivations to evaluate a prospect’s ability to give (capacity) and warmth (affinity) toward an organization.

Prospect research is essential for identifying high-impact donors within an organization’s current donor pool and in the larger community.”

(Source: DonorSearch - <https://www.donorsearch.net/prospect-research-ultimate-guide/>)

What is Prospect Research?

Definition Break-Down

- **“Technique”** – Method, Process
 - **“Personal Background”** – Family History, Interests, Hobbies (Websites, Articles)
 - **“Past Giving Histories”** – Donation Amounts, Organizations, Years (Nonprofit Annual Reports)
 - **“Wealth Indicators”** – Real Estate, Collectibles, Company Ownership, Salary, Director for Public Company, Family Foundation
 - **“Philanthropic Motivation”**
 - **“Ability to Give” (Capacity)** – Formula (Quantitative)
 - **“Warmth” (Affinity)** – Relationship/Interest(Qualitative)
- **“Identifying High Impact Donors”** – Bottom Line

Digging a Little Deeper: Why Do Prospect Research?

Obtain a better idea (**Capacity** and **Ask Rating**) of how much to ask for a donation so the organization doesn't ask for too little or too much.

70% giving comes from individual donors.

Cannot have giving with just capacity.

Digging a Little Deeper : Capacity and Ask Rating

Usually an ESTIMATED range, not an exact number, over a 5 –year period.

Both a “**Science**” and an “**Art**”; not easy to determine and some wealth variables cannot know.

Digging a Little Deeper : Capacity and Ask Rating

Prospect Research (Second Edition) By Cecelia Hogan (2008)

- **“Total Philanthropic Capacity (TPC)”** – “...fundraising estimate of the amount an individual will or can give to all charities over 5 years.” (151). Formulas for different variables.
- **“Ask Rating”** – “... based on the conclusions of the development officer... based on many factors including a the depth of affiliation and interest, the donor’s philanthropic capacity, etc.” (152)

Digging a Little Deeper : Capacity and Ask Rating

Science – Net Worth and then Capacity calculated from the following:

- Real Estate
- Giving (Charitable and Political)
- Salary/Company Ownership/Stock Ownership

Art – Add or subtract from calculations

- Personal Circumstances – Family Size
- Financial Considerations – Debt/Bankruptcy
- Legal Issues – Lawsuits

Prospect Research – Considerations

Differences between FREE vs. FEE

FREE Advantages:

- Money – No cost
- Ease of Access – Type in a URL/Find with a search engine

FEE Advantages:

- Time - Faster due to more advanced search capabilities
- Thoroughness – Cover many publications not available on Open Web

Prospect Research – Considerations

Research Options

- Do own research on Web.
- Do own research on Web and subscription databases (purchase, sign licensing agreement, maintain vendor relationship, etc.).
- Hire research consultant with access to databases who can analyze findings.
- Hire dedicated prospect researcher(s) to search and handle coordination of any databases.

Prospect Research – Considerations

Other Items:

- Research not just prospect – spouse and family too.
- Limit information on profile (prospect can legally view).
- Use Information that is publicly available. If not, don't use.
- Keep donor information confidential; don't share with others and take safeguards to preserve privacy.

Prospect Research – Profiles

Major kinds (There are others.)

- **Event** – Briefer than Biographical below to familiarize gift officers about prospect before meeting
- **Biographical** - Detailed
- **Foundation** – Analysis of foundation financials and giving

Methodology

- **RESEARCH** - Websites/Databases
- **Compile** – Information to Include?/Exclude?; Analysis
- **Write** - Succinct but Thorough

Prospect Research – Profiles

Components of Biographical Profile

- **Biography** – Spouse, Age, Education, Employment etc.
- **Real Estate**
- **Donations (Charitable, Political)** – Amount, Year, Similar nonprofits
- **Foundation/Donor Advised Fund (if applicable)**
- **Salary/Company Ownership**
- **Public Company Director/Major Stock Owner (if applicable)**
- **Volunteer and Board Member for Other Nonprofit(s)**
- **Miscellaneous**
- **Capacity Rating**

General Biographical - Resources

WEB Advantages:

- Often articles more recent (many news outlets hide older articles behind paywall)
- Sometimes catches smaller publications not available on subscription databases
- Mentions of person or organization not found in databases

ONLINE DATABASES Advantages:

- More ways to search
- Many times articles older
- Usually articles/reports full-text or full-image (PDF)

General Biographical – Zoominfo Case Study

Zoominfo - Sometimes multiple profiles for an individual to review and parse.

Free – www.zoominfo.com –

- Cannot search but browse.
- Profile includes Basic Listing (Work Experience, Education, etc.) and is brief.

Fee – Nexis

- Can search on source in Nexis.
- Profile is detailed/lengthy (Personal – Including Email/Address, Career, Education).

General Biographical – Zoominfo – www.zoominfo.com



PLATFORM

ABOUT

FREE TRIAL



People Search

A B C D E F G H I J K L **M** N O P Q R S T U V W X Y Z

Directory of Profiled Business People: **Magnus, Robert - Magnus, Ron**

Magee, Chris - Mah, Colin > Magnus, Lara - Magnusen, Wayne > Magnus, Robert - Magnus, Ron

Robert Magnus

Rohan Magnus - Product Specialist

Ron Magnus

Roger Magnus

General Biographical – Zoominfo – www.zoominfo.com



PLATFORM

ABOUT

FREE TRIAL



General Information



Work Experience



Research Director
New England Business Media LLC
2012-2015



Susbtitute Librarian
Springfield City Library
2011-2012



Demographics and Business Librarian
State Library of North Carolina



Company Information

Roger Magnus Research

General Biographical – Zoominfo – LexisNexis

Career Information

***** CAREER INFORMATION *****

EMPLOYMENT HISTORY: Partner, [Dewey Ballantine LLP](#) (Past)

ADDITIONAL INFORMATION: :: [TRADE](#)

Published on: 10/4/2018

John R.

:: [TRADE](#)

Published on: 10/4/2018

John R.   President

Mr.  has been an active trade practitioner for 28 years, serving as external counsel to domestic and foreign firms and industry coalitions in sectors such as steel, forest products, chemicals, microelectronics, aerospace, textiles/apparel, footwear, tobacco, livestock, photographic materials, home appliances, insurance, beverage alcohol, telecommunications, motion pictures and cable television. He advises and represents clients on multilateral negotiations and WTO disputes; on regional and bilateral trade initiatives; on U.S. trade legislation and Congressional oversight activities; on market access cases involving goods and services; on foreign governments' trade regimes and industrial policy measures; and on customs and compliance issues. He also advises foreign governments on their trade regimes and implementation of WTO rules.

Real Estate

Value of home usually 20-25% of individual's total net worth in determining approximate wealth capacity. TPC is 5% of that number.

Proportion of home value to total net worth decreases as latter increases.

Rental amount usually not translatable in wealth capacity calculations.

Real Estate – Zillow - www.zillow.com

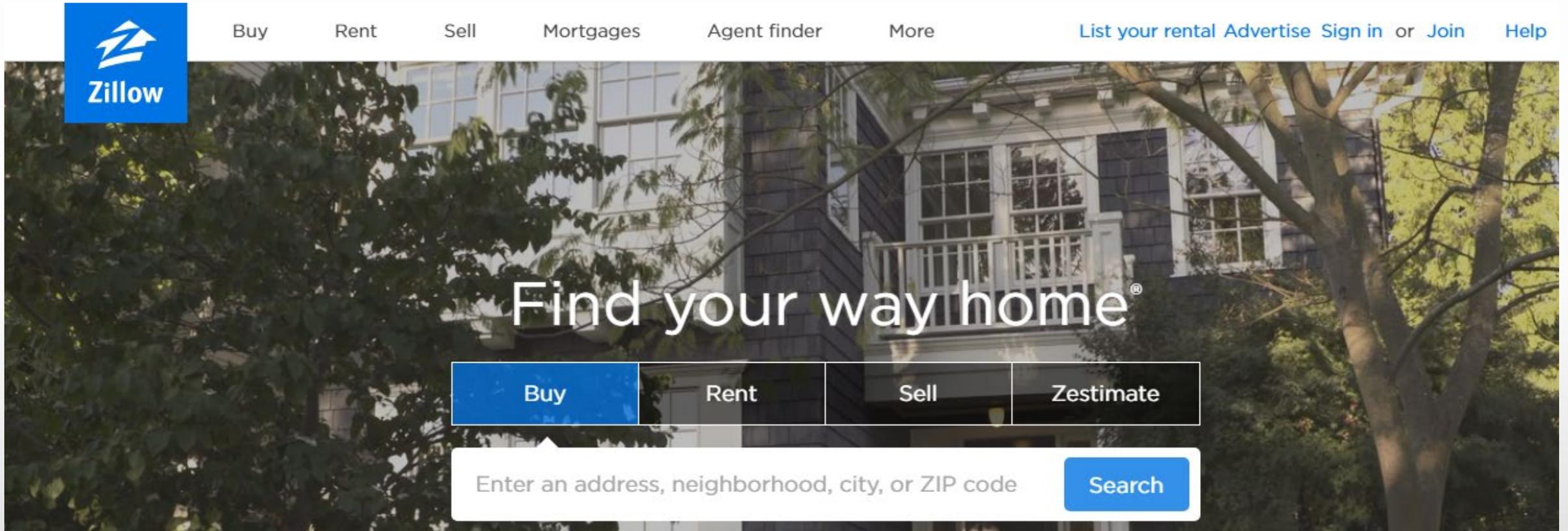
ADVANTAGES:

- Zestimate – Updated daily (shows range also)
- Sales price history (sometimes)
- Property Tax history (sometimes)

DISADVANTAGES:

- Search by address only
- Owner's name not provided
- Not available for all residential addresses or businesses
- Zestimate does have a margin of error that varies by county or large metro area

Real Estate – Zillow



Activity (5 minutes)

Search your home address on Zillow.com – See what you can learn.

1. What did you discover?
2. What information was available/not available?

Real Estate – Assessor Information

ADVANTAGES:

- Search multiple ways (address, owner's name, etc.)
- Property record often includes owner's middle initial or Trust information
- Sales price history to beginning
- Assessed value history back 3 years

DISADVANTAGES:

- Some geographies don't put information online (Check local assessor site: <http://www.pulawski.net>)
- Different vendor systems that can display varied data
- Search link sometimes buried

Real Estate – Assessor Information – www.pulawksi.net

Note: many links outdated but provides an idea of where online records are available.

Tax Assessor Database

Alabama	Alaska	Arizona	Arkansas	California
Colorado	Connecticut	Delaware	Florida	Georgia
Hawaii	Idaho	Illinois	Indiana	Iowa
Kansas	Kentucky	Louisiana	Maine	Maryland
Massachusetts	Michigan	Minnesota	Mississippi	Missouri
Montana	Nebraska	Nevada	New Hampshire	New Jersey
New Mexico	New York	North Carolina	North Dakota	Ohio
Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina
South Dakota	Tennessee	Texas	Utah	Vermont
Virginia	Washington	Washington D.C.	West Virginia	Wisconsin
Wyoming	U.S. Virgin Islands			Other Resources

Real Estate – Assessor Information – www.pulawksi.net

Massachusetts

In Massachusetts property is assessed for local tax purposes at its full and fair cash value as of January first of each year. Every three years, a community's assessments must be reviewed by the Commission of Revenue and certified as meeting legal standards. Adjustments to assessments made in the years between this triennial certification to reflect changes in market conditions must also meet legal standards, although they are not subject to annual review by the Commissioner.

Resources about assessment may be available at the Massachusetts Association of Assessing Officers site [here](#)

Some areas are available through [Vision Appraisal Technologies](#), with registration. You can also search real estate sales records in Massachusetts from 1994-present [here](#). Many municipalities link through [Patriot Properties](#); many counties are available through the Commonwealth's Registry of Deeds [here](#)

City	Multiplier	Phone Number	Additional Information
Abington			Abington Assessor
Acton	1	978-264-9622	Acton GIS
Acushnet		508-998-0205	Acushnet Assessor (note ♦ quirks in how house numbers are recorded e.g., 0015, not 15)

Real Estate – Assessor Information - Website

The screenshot displays the website for the Assessor's Office. On the left is a dark red navigation menu with the following items: Forms, Exemptions, Application for Abatement, Property Questionnaire, Real Estate & Personal Property Tax, Revaluation 2018, **Online Database** (circled in blue), Homestead Act, Key Dates, Motor Vehicle Excise, and Service Requests (with a heart and wrench icon). The main content area has a breadcrumb trail: Home > Departments > Finance > Assessors. The title is "Assessors's Office". Under "Responsibilities", there is a list of six items: 1. Classify and determine "full and fair cash value" of all real and personal property according to [Massachusetts General Law \(Chapter 59\)](#) (external link); 2. Review and act upon all real and personal property abatement applications; 3. Process all motor vehicle abatement requests; 4. Review and process all exemption applications for qualifying elderly, widowed, blind, or disabled veteran citizens; 5. Review all applications for accuracy regarding tax incentives for land used for recreational, forestry, or agricultural purposes; 6. Implement a revaluation of the Town's real and personal property every 3 years. The "Mission Statement" reads: "To further the mission of the Finance Department through the fair and equitable distribution of property taxes. To maintain an open process that makes information available to citizens and professionals in a timely and efficient manner." The right sidebar, titled "Contact Us", lists David Burgess as the Principal Assessor, with an [Email](#) link. The address is 4 Boltwood Ave., Town Hall, Amherst, MA 01002. Phone is 413-259-3024 and fax is 413-259-2401. Hours are Monday - Friday, 8 a.m. - 4:30 p.m. At the bottom right, there is a "Select Language" button with the Google logo.

Real Estate – Assessor Information – Property Record

CURRENT OWNER		TOPO.	UTILITIES	STRT./ROAD	LOCATION	CURRENT ASSESSMENT										
AMHERST, MA 01002 Additional Owners:			2 Public Water			Description	Code	Appraised Value	Assessed Value	601 AMHERST, MA VISION						
			3 Public Sewer			RESIDNTL	1010	611,500	611,500							
						RES LAND	1010	166,100	166,100							
						RESIDNTL	1010	42,900	42,900							
SUPPLEMENTAL DATA						Total		820,500	820,500							
Other ID: 21D000045 Calc Frontag 78.6 YES		Precinct Vote At Tenant Parent Created		ASSOC PID#												
BIDIN BIDOUT GIS ID: F_391860_2952361																
RECORD OF OWNERSHIP		BK-VOL/PAGE	SALE DATE	q/u	v/i	SALE PRICE	V.C.	PREVIOUS ASSESSMENTS (HISTORY)								
		8266/ 272	05/19/2005	U	1	1	1A	Yr.	Code	Assessed Value	Yr.	Code	Assessed Value	Yr.	Code	Assessed Value
		7944/ 188	08/12/2004	Q	1	860,000	00	2019	1010	611,500	2018	1010	611,500	2017	1010	588,50
		4172/ 95	04/01/1993	Q	1	460,000	00	2019	1010	166,100	2018	1010	166,100	2017	1010	158,20
		2482/ 56	08/09/1984	Q	1	21,600	0	2019	1010	42,900	2018	1010	42,900	2017	1010	42,90
						0		Total:		820,500	Total:		820,500	Total:		789,60
EXEMPTIONS		OTHER ASSESSMENTS		This signature acknowledges a visit by a Data Collector or Assessor												

Real Estate – Assessor Information – Property Record

EXEMPTIONS				OTHER ASSESSMENTS					This signature acknowledges a visit by a Data Collector or Assessor							
Year	Type	Description	Amount	Code	Description	Number	Amount	Comm. Int.								
2008	ER	OWNER OCCUPIED	0.00													
<i>Total:</i>			0.00													
ASSESSING NEIGHBORHOOD													APPRAISED VALUE SUMMARY			
NBHD/ SUB	NBHD Name		Street Index Name	Tracing	Batch											
AW/A																
NOTES																
LOT 32				FURNACE IN OFF/S									Appraised Bldg. Value (Card)			604,800
1 RM APT OVER GAR-NO				AUDIO FY94									Appraised XF (B) Value (Bldg)			6,700
CIT-SEPARATE HEAT PUMPS				ABATEMENT - REDUCED									Appraised OB (L) Value (Bldg)			42,900
2ND APT & 3RD FL				GRADE, APPLIED 10%									Appraised Land Value (Bldg)			166,100
PROPANE FURNACES				ECONOMIC									Special Land Value			0
SERVICE MAIN HSE-PROPANE													Total Appraised Parcel Value			820,500
													Valuation Method:			C
													Exemptions			0
													Adjustment:			0
													Net Total Appraised Parcel Value			820,500
BUILDING PERMIT RECORD									VISIT/ CHANGE HISTORY							
Permit ID	Issue Date	Type	Description	Amount	Insp. Date	% Comp.	Date Comp.	Comments	Date	Type	IS	ID	Cd.	Purpose/Result		
ELE17-0465	12/19/2016	EL	Electric	0		0		GAS FURNACE	10/27/2005			SS	15	Drive By Field Review		
GAS17-0106	12/09/2016	PL	Plumbing	0		0		FURNACE	01/26/2005			DB	45	Sales Reinspection D		
BLD14-0914	06/25/2014	RE	Remodel	34,450		0		RE-ROOF	02/15/1994			EB				
GAS14-0102	10/18/2013	PL	Plumbing	0		0		FURNACE								
PLM13-0104	10/03/2012	PL	Plumbing	0		0		WTR HTR								
ELE13-0249	10/02/2012	EL	Electric	0		0		WTR HTR								
GAS13-0012	07/17/2012	PL	Plumbing	0		0		REPL POOL HTR								

Real Estate – Assessor Information - Property Record

						% Complete						
						Overall % Cond					84	
						Apprais Val					604,800	
						Dep % Ovr					0	
						Dep Ovr Comment						
						Misc Imp Ovr					0	
						Misc Imp Ovr Comment						
						Cost to Cure Ovr					0	
						Cost to Cure Ovr Comment						
OB-OUTBUILDING & YARD ITEMS(L) / XF-BUILDING EXTRA FEATURES(B)												
Code	Description	Sub	Sub Descript	L/B	Units	Unit Price	Yr	Gde	Dp Rt	Cnd	%Cnd	Apr Value
PL1	IG Pool Concret			L	512	36.00	1989		0		50	9,200
ID2	Studio W H&P			L	624	60.00	1989		0		90	33,700
PL3	Fireplace 2 St			B	2	4,000.00	2001		1		100	6,700
BUILDING SUB-AREA SUMMARY SECTION												
Code	Description	Living Area	Gross Area	Eff. Area	Unit Cost	Undeprec. Value						
AS	First Floor	2,184	2,184	2,184	133.90	292,437						
AT	Attic, Finished	1,086	3,104	1,086	46.85	145,415						
GR	Garage, Finished	0	1,008	403	53.53	53,962						
OP	Porch, Open, Finished	0	144	29	26.97	3,883						
US	Upper Story, Finished	1,376	1,376	1,238	120.47	165,768						
BM	Basement, Unfinished	0	2,184	437	26.79	58,514						
Ttl. Gross Liv/Lease Area:		4,646	10,000	5,377		719,979						



Real Estate – DonorSearch

ADVANTAGES:

- Can find multiple properties owned by a potential donor (need to confirm with assessor records).
- Provides Zestimate from Zillow – can enter custom value.

Real Estate – DonorSearch

[Check All](#) / [Uncheck All](#)

Address	City/State/Zip	DonorSearch	Zillow	Custom	
11	Blue Ash OH 45241	\$400,000		Click to edit	<input type="checkbox"/>
3760	ALANSON MI 49706	\$235,833		Click to edit	<input type="checkbox"/>
8888	ALANSON MI 49706	\$229,333		Click to edit	<input type="checkbox"/>

Add Address

Charitable Giving

Objective: Review giving history (overall/similar nonprofits)

Source: Nonprofit annual reports provide donor lists by giving range

Formula: Annual fund gifts x 10-20 = TPC (can also take largest annual donation x 5)

Problems with Annual Reports:

- Confusion with common last names
- Do not cover other types of giving (endowments, planned giving, etc.)
- Only donor name provided but not address, location, spouse's name (unless both spouses are included)
- Name Variations different across nonprofit annual reports

Charitable Giving – Web

Try search engine such as Google, Bing, etc. though results can be “hit” or “miss.”

Use search strategy – Connect Name (Options: DONOR FIRST NAME/LAST NAME, SPOUSE FIRST NAME/LAST NAME) and Giving (Options: “ANNUAL REPORT”, DONOR, DONATION, GIFT, etc.).

Ex. John Smith “annual report”, Ex. Jane Smith donor

Sometimes donor gives money through company owned.

Conduct Web search in addition to any donor information found on a subscription database.

Charitable Giving – Web

The screenshot shows a Google search interface. The search bar contains the text "roger magnus" "annual report". Below the search bar, the "All" tab is selected. The search results show "About 84 results (0.49 seconds)". Under the heading "Images for 'roger magnus' 'annual report'", there is a row of seven image thumbnails. Below the images is a link "→ More images for 'roger magnus' 'annual report'" and a link "Report images". Below the images, there is a PDF link: "[PDF] FY12/FY13 Annual Report - Hitchcock Center for the Environment" with the URL "https://www.hitchcockcenter.org/wp/wp.../Hitchcock-Center-AR-FY12-13web.pdf". Below the URL, the authors are listed: "Teresa & Steven Sandler S. Ilana & William Schmitt S. David Schneider & Klara Moricz S S. Jessica Schultz S. Ariella Schwell & Roger Magnus S. Cara Segal S."

Activity (5-10 minutes)

Try to find your name or someone else's that you know in a nonprofit's annual report by doing a Web search.

1. What did you find?
2. How many times did you find the name(s)?

Charitable Giving – Subscription Databases

Products – DonorSearch, Nexis (VeriGift), etc.

- Databases collect nonprofit annual reports, scan into system, link to donations, and list them.
- Verify correct name and amount with annual report; sometimes database entries wrong.
- If donor has a common name, be careful you have the right person.
- For a family foundation, also check foundation's 990-PF form.

Charitable Giving – DonorSearch

<input type="checkbox"/>	Carol F And Julian A	Clovernook Center For The Blind And Visually Impaired ▾	CINCINNATI, OH 45231	Annual	2016	\$100	\$101	Human Services	– ★★ ★
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Sponsor – (\$100 +)

Mr. & Mrs. Larry Allen
Mary Lou & C. Robert Aufmann *
John G. Avril

Donna & Jack Klosterman
Sue & Werner Kummerle
Ken Lackman
Minor & Daniel W. LeBlond
Joan G. & James L. Lessard
Ms. Maureen Li
Mr. Robert D. Lindner
Lions Club - Springdale - Forest Park
Dorothy Lockspeiser
Robert P. Loftus

Carol F. & Julian A.

Charitable Giving – LexisNexis

Document: Y M C A of Westfield N J; VeriGift Charitable Giving by iWave | Actions

Folder | Print | Email | Download | Share | Go to | All terms 4 | Search Document

Y M C A of Westfield N J; VeriGift Charitable Giving by iWave

Recipient: Y M C A of Westfield N J
Donor: Car

Last Update: February 10, 2017
Announce Date: 2015

Transaction Summary

DONATION TYPE: Annual Gift
DONATION RANGE: USD 1 - 99

***** RECIPIENT DETAILS *****

RECIPIENT: Y M C A of Westfield N J [[Link to PDF](#)]
TAXCODE: 22-1487393
URL: <http://www.westfieldynj.org>
LOCATION: Westfield, NJ, 07090
CATEGORY: Human Services

Break (10 minutes)

Foundations/Donor Advised Funds – Statistics

Foundations (Source: Foundation Center - <http://data.foundationcenter.org/>)

- 86,000+ (2015)
- \$890 Billion+ -- Assets (2015)
- Almost \$63 Billion -- Grants (2015)

Donor Advised Funds (DAFs) (Source: National Philanthropic Trust - <https://www.nptrust.org/philanthropic-resources/charitable-giving-statistics/>)

- 463,000+ -- accounts (2017)
- \$110 Billion + -- Assets (2017)
- \$19 Billion+ -- Grants (2017)
- Average account size -- \$237K (2016)

Foundations/DAFs – Search Resources

DAFs – Know of existence (Community Foundation listing or article), but not worth or amount of contribution

Foundations (Family) – Search for 990PF form (Part XV, Line 3)

- **990 Finder** - <http://foundationcenter.org/find-funding/990-finder> - FREE
- **Guidestar** – <http://www.guidestar.org> – forms for 3 years FREE , FEE version more years and search capabilities
- **Foundation website (if exists)** - FREE
- **Foundation Center Directory Online (FDO)** - FEE
- **Foundation Search** – FEE

Foundations – Free vs. Fee Sources

FREE Advantages:

- Name of foundation known
- Name of foundation same as donor

FREE Advantages:

- Name of foundation differs from donor
- Advanced search capabilities (geography, foundation type, specific nonprofit funded)

Family Foundations

What to Know:

- 990PF tax form lists nonprofits funded (name and amount).
- Required to give 5% Assets in any year.
- Donations may also be listed on foundation website (if exists).
- Look for largest donations (in general and to similar organizations).

Donor Advised Funds

What to Know:

DEFINITION: “A DONOR-ADVISED FUND, or DAF, is a giving vehicle established at a public charity. It allows donors to make a charitable contribution, receive an immediate tax deduction and then recommend grants from the fund over time. **Donors can contribute to the fund as frequently as they like, and then recommend grants to their favorite charities whenever makes sense for them.**”

Source: <https://www.nptrust.org/what-is-a-donor-advised-fund/>

Political Giving

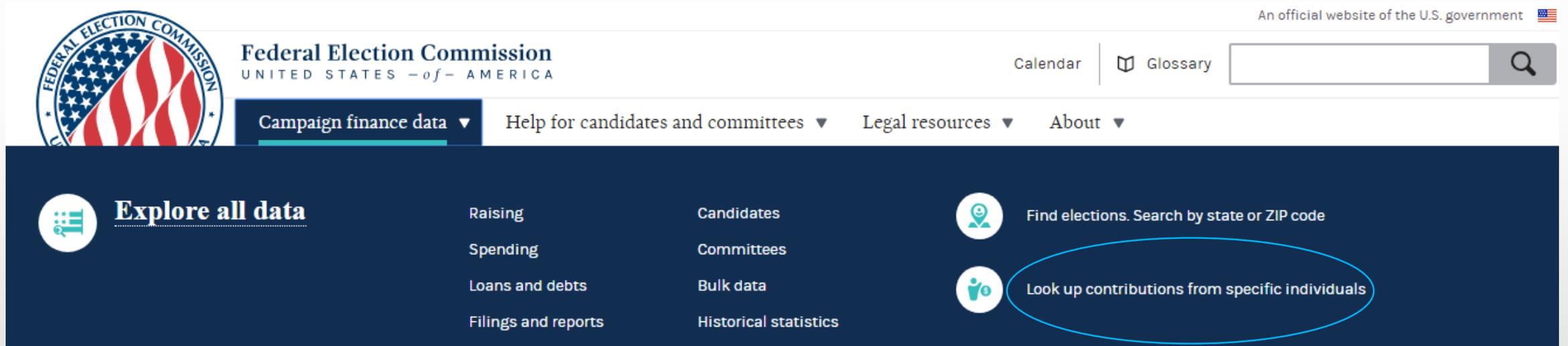
“A prospect who has contributed at least \$2,500 to political campaigns in his lifetime is almost 15 times more likely to give a charitable donation than someone who has not.”

(Source: DonorSearch – www.donorsearch.net/donor-giving-capacity)

Political Contributions:

- Allows NO tax deduction
- Search FEC (Federal Elections site) for federal campaign contributions (donors must fil out a form)
- Donors must provide occupation, employer and political party -
Good way to confirm with other job-related resources (i.e. LinkedIn)

Political Giving – FEC Site – www.fec.gov



The screenshot shows the top navigation bar of the Federal Election Commission website. On the left is the FEC logo, followed by the text "Federal Election Commission" and "UNITED STATES - of - AMERICA". On the right, it says "An official website of the U.S. government" with a small American flag icon. Below this is a search bar and links for "Calendar" and "Glossary". A main navigation menu includes "Campaign finance data" (highlighted), "Help for candidates and committees", "Legal resources", and "About". A dark blue sidebar titled "Explore all data" contains a list of categories: Raising, Spending, Loans and debts, Filings and reports, Candidates, Committees, Bulk data, and Historical statistics. On the right side of the sidebar, there are two circular icons with text: "Find elections. Search by state or ZIP code" and "Look up contributions from specific individuals", which is circled in red.

Federal Election Commission
UNITED STATES - of - AMERICA

An official website of the U.S. government

Calendar | Glossary

Campaign finance data ▼ Help for candidates and committees ▼ Legal resources ▼ About ▼

Explore all data

- Raising
- Spending
- Loans and debts
- Filings and reports
- Candidates
- Committees
- Bulk data
- Historical statistics

Find elections. Search by state or ZIP code

Look up contributions from specific individuals

Political Giving – FEC Site –

www.fec.gov

Edit filters ◀

RECIPIENT NAME OR ID

CONTRIBUTOR NAME

TRANSACTION TIME PERIOD ⓘ
2017-2018 ▼

Beginning Ending
 -

Contributor details +

Recipient committee type +

Transaction details +

- 2017-2018
- 2015-2016**
- 2013-2014
- 2011-2012
- 2009-2010
- 2007-2008
- 2005-2006
- 2003-2004
- 2001-2002
- 1999-2000
- 1997-1998
- 1995-1996
- 1993-1994
- 1991-1992

Contributor information

Name	MAGNUS, ROGER
City and state	AMHERST, MA, 01002
Occupation	RESEARCHER
Employer	ROGER MAGNUS RESEARCH
Year to date	\$100.00

Contribution information

Amount	\$100.00
Receipt date	October 27, 2018
Memo	EARMARKED FOR BETO FOR TEXAS (C00501197)
Reported on	Form 3X on line 11A1

Political Giving – DonorSearch

ADVANTAGE: Aggregates federal and state donations as part of profile (multiple contributions for multiple years grouped together).

DISADVANTAGE: Not always up-to-date.

Note: Links to FEC document for federal donations.

Identification Profiles (IDP) 		
Roger Magnus		
Amherst MA 01002		
Edit Fields		
Close All Sections Open All Sections		
Client Supplied Fields	Results Found	+
Charitable Giving	10/12 Results Found	+
Political Federal Giving	0 Results Found	+
Political State Giving	1/1 Results Found	+
IRS Publication 78	0 Results Found	+

Political Giving – DonorSearch

Political Federal Giving

0/16 Results Found

Recipient Organization				Donor Name	Year/Source	High	Low		Quality
City	State	Zip	Type	Category	Occupation	Donor City	State	Zip	Score
LOUISIANA FOR AMERICAN SECURITY POLITICAL ACTION COMMITTEE				JAMES	2009 FEC		\$1,000	\$1,000	★
NEW ORLEANS	LA	70130	Political		D. M. COMPANY	NEW ORLEANS	LA	70152	<input type="checkbox"/>

[Check All](#) / [Uncheck All](#)

C.

Full Name (Last, First, Middle Initial)
James

Mailing Address Post Office Box

City State Zip Code
New Orleans LA

FEC ID number of contributing federal political committee.
C

Name of Employer Occupation
D. M. Company Executive

Receipt For:
 Primary General
 Other (specify) ▼

Aggregate Year-to-Date ▼
1000.00

Date of Receipt
 M M / D D / Y Y Y Y
 0 2 / 1 3 / 2 0 0 9

Transaction ID: SA11AI.4515

Amount of Each Receipt this Period
1000.00

Nonprofit Affiliations

Why Research:

- Is a donor a trustee or board member of other nonprofits?
- How similar/different are these nonprofits to mine?
 - Type
 - Location
 - Size

Nonprofit Affiliations

Ways to Research:

- Web – Search on a name in a search engine to see if listed on a nonprofit’s website or on a nonprofit’s 990 form
- Articles - Web or online databases
- Specialized Products - DonorSearch (Section for nonprofit affiliations in donor profile), etc.

Nonprofit Affiliations – FREE vs. FEE Sources

FREE

- **Advantage:** More current
- **Disadvantage:** Miss some affiliations that a subscription product may catch

Suggested Strategy: If access to subscription products, start with them to generate leads and then confirm as much as possible on Web.

Donor Compensation

Not easy to find (may not exist). More information if donor a major executive or director (public company or nonprofit) – small segment of donor base.

Sometimes articles/Web pages mention if executive/director.

For non-executives and non-government employee, try to find salary survey or estimate value of company if own (may fail).

Wealth Capacity Formula –

- **Salary** - 10% of net worth
- **Stock Holdings** - 30-35% of net worth

Donor Compensation – Ways to Find

Public company executive/director/person owning 10%+ shares – Search on [NAME] and [FORM DEF 14-A] – salary, bonus, stock (annual)

Public company executive/director/ person owning 10%+ shares - Search on [NAME] and [FORM 4; also 3 and 5] – stock holding (updates)

Nonprofit executive – Search on Form 990, Part VII, Sections A and B and Schedule J, Part II (NOT ALWAYS AVAILABLE)

Government employee – Federal government and some states sometimes provide salary data

Salary surveys – Various professions

Donor Compensation – Search Resources

Public Company Executive/Director:

- **Securities and Exchange Commission (SEC)** – www.sec.gov (FREE)
- **DonorSearch** - Section for SEC Insider Holdings; always confirm with SEC site (FEE)
- Subscription databases that search public company information (Nexis, Mergent, and many more) (FEE)

Donor Compensation – Search Resources

Nonprofit Search – 990 or 990PF form

- **Guidestar** - www.guidestar.org (FREE, FEE version more features)
- **Foundation Center** - <http://foundationcenter.org/find-funding/990-finder> (FREE)

Employment/Education Information

LinkedIn (Public) - www.linkedin.com

Note: To search on someone else in LinkedIn subscription (which can provide more information), your profile is not private (unless you make it anonymous). May need to explain to person being searched if he/she discovers you. Differing opinions on this practice.

FEC site – Can provide current employer and title

Web and subscription article searching

Company Ownership and Value

Online Databases (FEE) – Private company valuations (usually D&B and other credit reporting agency reports) – idea of owner wealth

PROBLEMS:

Note: Confirm with other Web and online database articles, etc. to get ballpark figure; **may not be able to include at all.**

- Often find more than one revenue number for a company
- Revenue can change year-to-year
- Self-reported
- May not be reported

Other Considerations

Hobbies (Relate to prospect in person or over the phone)

Philosophy on Giving (Prospect who is very wealthy and given many different gifts)

Due Diligence (Ethical or Legal Issues for Prospect)

Genealogy (Multiple generations of family prospects)

Other Considerations

Prospect Management – Segmenting prospects into groups based on wealth, propensity to give, attend an event, etc.

- **Screenings** (several vendors conduct) – Create detailed profiles
- **Assessment** – Confirm wealth and other data in screened profiles

Putting it All Together

Wealth Capacity:

- Real Estate
- Donations
- Family Foundation
- Salary/Company Ownership

Note: Can also use Age and other variables.

Putting it All Together

Other Factors:

- Nonprofit affiliations
- Donor Advised Fund (existence of one)
- Family size and children (i.e. in college)
- Financial issues/bankruptcy
- Legal issues – lawsuits
- Ethics agree with yours – should you ask this person for money if does something not in agreement with your organization's values?
- Other

Thank you!