



Wealth Window™

An ALC Smart Data Solution



Wealth Window Connections Health Nonprofit Case Study

Objective

Build a new, responsive prospect universe for a nonprofit health organization by indentifying individuals who are connected to current donors and are therefore in their sphere of influence.

Strategy

Use **Wealth Window Connections** to match segments of the organization’s donor file to family and non-family connections, to create a custom list of prospects who are likely to donate to the same cause.

The following donor segments were matched using **Wealth Window Connections**:

- **Major Donors** – those who gave a single gift of \$100 or more
- **Non-Major Donors** – those who gave less than \$100 in a single gift
- **Volunteer Donors** – those who volunteered at an event sponsored by the nonprofit

Evaluation Criteria

- Universe records identified
- Average gift per segment tested (For this nonprofit, higher average gift typically results in higher lifetime value.)

Results

The connections matched to the donor files through **Wealth Window Connections** resulted in 83% unique names out of the merge. These new prospects also indexed high in terms of average gift.

Donor File Segment	Primary Connection Prospect	Index: Average Gift
Non-Major Donors	Family Members	136
Non-Major Donors	Non-Family	143
Major Donors	Family & Non-Family	148
Volunteer Donors	Family & Non-Family	105

Conclusion

The nonprofit organization will be rolling out to the top 3 segments on a national basis. **Wealth Window Connections** proved to be an extremely viable resource for creating unique and high-value donor prospects.

The Power of LexisNexis

Targeting people in the sphere of influence of your donors is a great way to identify new prospects. Powered by LexisNexis, the premier aggregator of consumer public record information in the U.S., **Wealth Window Connections** lets nonprofits mine their own data to uncover a new, unique universe of highly responsive prospects. Up to 12 connections are identified as influential persons in an individual’s life. Connections can be segmented by family vs. non-family, and refined by age, income and gender.

Your Portal to America’s 1%

ALC Can Put Wealth Window Connections to Work for You

Emily Briody, Vice President, Wealth Window
 Phone 609-580-2971 • Email emily.briody@alc.com
 www.alcwealthwindow.com

