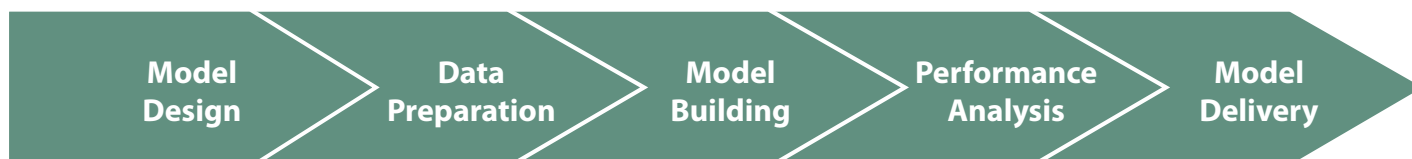


WealthEngine provides a suite of analytic and consulting services designed to provide the knowledge and understanding you need for successful fundraising in a competitive environment. Our services will help you optimize your data for maximum return on investment, effective strategy development and efficient fundraising management.

Advanced Analytics

WealthEngine offers a wide variety of analytic services, including predictive modeling. Models provide organizations with robust and actionable predictions of giving and other constituent behaviors. WealthEngine’s modeling approaches include multiple regression analysis, decision trees, cluster analysis and other sophisticated statistical techniques. We determine the best analytic approach based on the specific needs and desired outcomes of the client.

Robust Process for Predictive Model Development



Dependent and independent variables are selected for each client in a *truly custom* model building process. The dependent variable – the behavior you are trying to predict -- may be overall likelihood of giving a gift, likelihood of giving a gift over a certain amount, likelihood of becoming a major donor, or lifetime giving amount. Independent variables – the predictor variables – may include data such as giving history, wealth indicators, age, marital status, and/or relationship factors.

Modeling Benefits	Modeling Deliverables	Analytics Services
<ul style="list-style-type: none"> • Optimizes investment on best prospects • Combines client and WealthEngine data to enhance results • Delivers rank ordering of constituents based on desired behavior 	<ul style="list-style-type: none"> • Scoring of constituents based on statistical algorithm • Segmentation • Segment Profiling 	<ul style="list-style-type: none"> • Annual Fund Analysis • Feasibility Studies • New Prospect Identification Strategies

Wealth Engine Consulting Services

Our team of skilled and knowledgeable industry professionals can help you make the most of your screening and/or analytic investment. We offer a wide range of services and to assist you in meeting the challenges and opportunities of today’s fundraising climate.

Platinum Success Package

- In-depth analysis of screening file based on client specifications
- Validation, prospect management and fundraising strategies created based on client goals and available resources
- Custom, personalized training on all products
- Personal Account Manager with prospect research and fundraising experience

Fundraising Intelligence Expertise

- Team of consultants with deep experience in fundraising – former major gift officers and prospect researchers
- Services covering the lifecycle of fundraising, from identification & qualification through cultivation, solicitation and stewardship

In-Depth Profiling of Best Constituents

- Summary Profile
 - Validated contact information
 - Reports from each WealthEngine data source
 - Scores and Ratings
- Detailed Profile
 - Summary Profile+
 - Detailed demographics
 - Integrated analysis (from various data sources)
 - Narrative of profile

For more information on our Analytics and Consulting Services, please contact info@wealthengine.com or at 800.933.4446.