

DonorBase® (www.donorbase.com)

*is a cooperative prospecting database devoted exclusively to
nonprofits and fundraisers*



Crystal Clear Choice

*We identify responsive direct mail donor prospects for acquisition
campaigns, and re-activate lapsed donors*

Members participate in **DonorBase** by sharing their donor information within a secure marketing database (housed at LiftEngine and managed by Lake Group Media®). Each member is able to use the combined database to extract the new prospects needed for their direct mail campaigns.

For new donor acquisition using “*Straight Select Segmentation*,” **DonorBase** evaluates the demographic, lifestyle, and donor transaction (RFM) information for each client. Comparing this information to the national average and to information maintained within **DonorBase** allows us to identify which **DonorBase** prospects are best suited for your acquisition campaigns.

For acquisition using “*Deep Data*” Response Modeling, **DonorBase** identifies the similarities between responders from previous fundraising campaigns and creates a statistical model that is applied to determine which new **DonorBase** prospects are likely to respond to your message.

DonorBase offers lapsed donor reactivation by identifying which lapsed donors are currently donating to other charities and modeling the aggregated response information. We return your lapsed file scored to prioritize those most likely to re-engage with your organization, as well as offering additional categorical, RFM, and demographic attributes for optimized list selection.

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com
www.donorbase.com

Merge Optimization

Merge Optimization Modeling allows the power of predictive modeling to be applied to acquisition files after the merge/purge process with the objective of eliminating segments of a mail campaign identified as having low ROI potential.

Merge Optimization is:

- Targeted: Improves overall response rates by mailing only productive segments
- Timely: Scoring of merge file can be completed with 48 hour turnaround



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com

Ask String Optimization

Ask Optimization leverages the power of predictive modeling to identify the correct 'ask' amount based on previous giving history, transactional, demographic and lifestyle data allowing members to market as effectively as possible.

Ask String Optimization:

- Ensures the highest possible donation is secured
- Increases potential lifetime value of acquired donors
- Reduces acquisition costs / maximizes campaign ROI



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com

Cross-Member List Services

DonorBase® finds the most qualified donor prospect names on list rental files for participating **DonorBase** members.

For list owners and managers, **DonorBase** Cross-Member List Services offers the opportunity to help your non-profit mailers rent the best donor prospects on your list property.

You send your list rental file to **DonorBase**, we match it against our total donor database and fulfill orders on behalf of **DonorBase** members (using **DonorBase** data as the primary criteria in the list selection process).

Cross-Member List Services enables DonorBase members to:

- Find the best donor prospects on cross-member or commercial list rental properties
- Use list rental files that may otherwise under-perform for their campaigns



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com

Lapsed Donor Re-activation

DonorBase® offers the most comprehensive lapsed donor re-activation scoring available in the industry.

Using our proprietary re-activation models, choose only your lapsed donors identified as most likely to respond to an additional ask or have your entire lapsed donor file scored in order of response priority!

Years in the making, **DonorBase's** lapsed donor scoring is the result of meticulous data analysis. We've spent the time and effort developing superior lapsed scoring because we know how important it is for you to use the most comprehensive and cost-effective methods to fuel your re-activation success.

DonorBase Decile	Client Lapsed Names Available	Cumulative Names Available
1	3,406	3,406
2	4,553	7,959
3	6,512	14,471
4	7,118	21,589
5	8,147	29,736
6	8,703	38,439
7	9,741	48,180
8	11,433	59,613
9	13,533	73,146
10	16,484	89,630
11	11,135	100,765
12	15,730	116,495
13	24,211	140,706
14	36,724	177,430
15	57,116	234,546
16	68,923	303,469
17	99,472	402,941
18	137,739	540,680
19	145,163	685,843
20	314,157	1,000,000



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com

Custom Regression Modeling

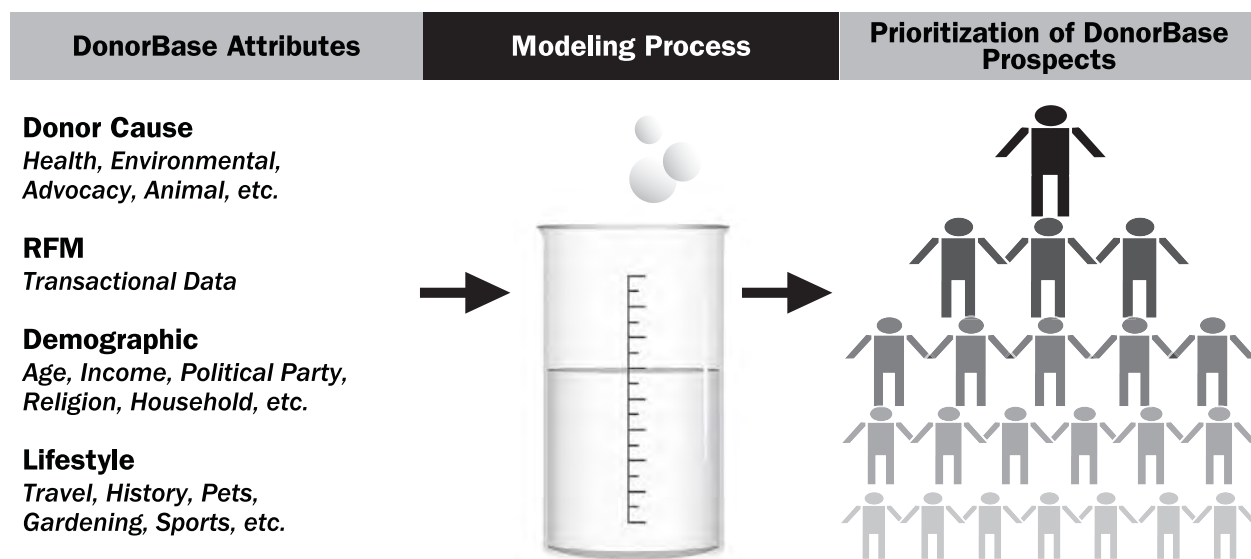
For those looking to identify prospects that have the highest propensity to respond to your campaigns while maximizing available quantity, **DonorBase**® offers Custom Regression Modeling.

Our proprietary models are based on “best of breed” methods which prioritize the superior analytic technique (i.e., logistic regression, linear regression, decision tree, statistical network, clustering, and/or multi-model techniques) to be used in building the model’s algorithm.

DonorBase offers both sector (“deep data”) and customized regression models to help clients:

- Explore multiple panel selections (zero in on your preferred balance between response and gift performance)
- Open all records for prospecting (choose your best prospects from a fully scored **DonorBase**)
- Leverage generous roll-out potential

DonorBase Modeling Process



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com

Straight Select Segmentation

DonorBase®'s "Straight Select" segmentation is a robust, flexible, responsive, and intuitive way of identifying the best prospects for your organization's campaigns.

"Straight Select" offers the hands-on choice of custom-selecting:

Donors by Category

Choose prospects according to the cause they have given to, including donors to Animal, Arts, Environmental, Health, Humanitarian / Social Service, Religious, and Public Benefit (Advocacy) organizations.

Donors by Transaction

Select appropriate **DonorBase** prospects by Gift Amount, Donor Recency, Aggregate Gift Contributions, Total Number of Donations, and more. Choose the prospects with the best transactional affinity to your historic donor, while maintaining the flexibility to change the criteria based on your offer and campaign needs.

Enhanced Data Attributes

DonorBase is fully enhanced to allow for donor selection through a wide variety of demographic, ethnic, and lifestyle attributes. Voter Registration and Vote History data is also incorporated when members need to identify overtly Conservative or Liberal donor prospects.

Through our profiling and benchmarking process, DonorBase offers the detailed information needed to carefully prioritize prospects in accordance with your campaign-by-campaign objectives!

Sample of DonorBase Multi-Gift Report

DonorBase Category	Number of Gifts to Other Non-Profits						Total Multi-Donors
	1	2-3	4-5	6-7	8-9	10+	
DonorBase Animal	4,792	4,447	1,504	905	651	2,798	15,096
Percent	6.39%	5.93%	2.01%	1.21%	0.87%	3.73%	20.13%
DonorBase Arts	1,533	1,116	613	449	327	2,330	6,368
Percent	2.04%	1.49%	0.82%	0.60%	0.44%	3.11%	8.49%
DonorBase Environmental	8,096	4,951	2,517	1,805	1,416	9,476	28,261
Percent	10.79%	6.60%	3.36%	2.41%	1.89%	12.63%	37.68%
DonorBase Health	4,692	3,292	2,064	1,145	769	3,523	15,486
Percent	6.26%	4.39%	2.75%	1.53%	1.03%	4.70%	20.65%
DonorBase Humanitarian	5,036	4,009	2,159	1,557	1,113	5,060	18,933
Percent	6.71%	5.35%	2.88%	2.08%	1.48%	6.75%	25.24%
DonorBase International	8,014	8,179	5,015	3,550	2,903	16,095	43,756
Percent	10.69%	10.91%	6.69%	4.73%	3.87%	21.46%	58.34%
DonorBase Public Benefit	21,146	16,515	6,703	3,762	2,524	10,665	61,315
Percent	28.20%	22.02%	8.94%	5.02%	3.37%	14.22%	81.75%



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
 Phone: 914-925-2422 - Fax: 914-925-2499
 e-mail: info@donorbase.com

www.donorbase.com

Email Append

Members who understand the value of building a multi-channel donor relationship and want to improve targeting and engagement across channels can leverage the 170MM email database of our technology partner (LiftEngine) to append highly deliverable permission-based email addresses to a member's file (with match rates between 20% - 40%).

Email Append:

- Provides members with a new way to speak with their donors through an economical channel
- Can occur automatically with each update and appending an email to a file is permanent
- Lifts ROI through multi-channel messaging



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com

Merge/Purge

In conjunction with our technology partner LiftEngine, we offer full merge/purge services including: list conversion, hygiene, merge/purge software, standard match criterion, selection and segmentation processing and customized output reports.

The Overall Process Encompasses:

- Standardization of data
- Address hygiene
- Correction and elimination of inaccurate/bad data
- Elimination of duplicate records
- Prison and deceased suppression
- Suppress mailers files if applicable
- Overlay with enhanced data elements (if applicable)
- Splits and rekeys
- Produce finder file
- Return merge purge file and detailed merge reports to mailer

DonorBase® Merge/Purge provides scrupulous hygiene, quality control measures, and reporting, offering you:

- Increased prospecting deliverability and ROI while reducing mailing costs
- Unsurpassed quality assurance: QA production team has 20+ years of experience and proven success



Crystal Clear Choice

1 Byram Brook Place - Armonk, NY 10504
Phone: 914-925-2422 - Fax: 914-925-2499
e-mail: info@donorbase.com

www.donorbase.com