

FROM WEALTH TO WARMTH

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Datapreneurs™

Data > Information > Knowledge > INSIGHT

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WHAT DO WE DO AT DATAPRENEURS?

Transform "dumb" or passive data into intelligent, actionable information

Use a powerful combination of logical thought and creative thinking

We're helped by:

- ✓ A **passion** for analytics and data
- ✓ Curiosity
- ✓ A vast reservoir of knowledge about donor behaviour
- ✓ Listening to our clients, observing their donors and cataloguing results
- ✓ Lots of experience

This talk:

How to get the best from wealth screening firms

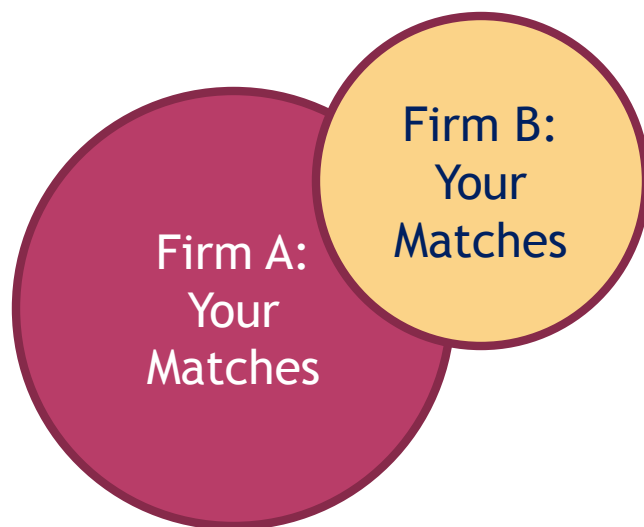
Combining wealth data with other variables

Un-drowning:

Scoring wealth & warmth

Prioritising major gift prospects

WEALTH SCREENING FIRMS



‘Hit rates’ against databases of the **seriously** wealthy range from ½% (1/200) to 10% (1/10)
Data matches overlap no more than 40% - usually less

WHAT QUALIFIES PEOPLE AS 'RICH'

- Chairmen and managing directors of leading companies
- Directors of UK-based overseas banks and financial institutions
- Leading stockbrokers, bankers and people of influence in the City
- Prominent members of the legal profession,
- Directors of major advertising agencies and PR consultancies, editors, publishers and journalists
- Eminent figures in education, science and the academic world
- Film, TV and radio producers and directors
- Prominent members of the media
- Trustees of grant giving foundations and charities
- Top architects, engineers and designers
- Artists, composers and musicians
- Art and antique dealers
- Film, theatre and TV actors
- Key sports personalities
- Leading literary figures
- Chefs and hoteliers
- Bishops and church leaders
- Peers and Baronets, etc.

.... & private research

GETTING THE BEST FROM WEALTH SCREENING FIRMS

- ⦿ If your goal = max. no. of ‘hits’:
 - Match donors against > 1 source
 - Merge results
 - Rank & filter by wealth
 - Calculate the likely total net worth
- ... then calculate warmth factors....

HOW SCREENING MIGHT WORK FOR YOU

- 40k alumni / supporter names

- Firm A 2% = 800
- Firm B 1% = 400
- Total 1,200

- Unique names (i.e. with overlap removed) - say 70%:

- 840 net

WEALTH ASSESSMENT

Client Illustration

Wealth Band	Hits	Net worth estimate	Product (hits x worth)
£50m+	6	£ 50.0	£ 300
£25m-£50m	4	£ 37.5	£ 150
£10m-£25m	9	£ 17.5	£ 158
£5m-£10m	60	£ 7.5	£ 450
£1m-£5m	501	£ 3.0	£ 1,503
TOTAL	580		£ 2,561

Cripes! Two and a half billion pounds? We had no idea!

MEASURING WARMTH:

COMMITMENT
INVOLVEMENT
ATTACHMENT
CONCERN
.....MORE?

COMBINING 'WEALTH' WITH OTHER DATA

○ Goal:

- How **warm** are these wealthy prospects?

○ What connotes 'warmth'?

- Direct/indirect match
- Donor/non donor:
 - # gifts, RFM, highest gift, loyalty....
- Attachment attributes (internal)
 - Class / subject / club / sufferer (medical) / attendee (arts, museums)....contacts with you.... more
- Outside attachments (external)
 - Trustee...Donor...
- Location
 - Your territory? Unknown prospects lurking?
- More?

RATING SYSTEMS

“The purpose of researching and evaluating wealth and asset indicators is to be able to appropriately assign, cultivate and solicit prospective donors. Ultimately, researchers must develop sound strategies for estimating an individual’s potential for philanthropic giving (**gift capacity**) and develop **rating systems** to help organize and classify constituents into **segments or pools.**”

APRA 2007

IMPORTANT

YOUR rating system will be unique to your cause, mission, profile, constituency and so on.....

WEALTH & WARMTH



UN-DROWNING



Combining wealth hierarchies with warmth calculations
Can stop you drowning in your own data.....

DON'T FORGET OR OVERLOOK...!

- ⦿ DONORS in your database who give conspicuously but not matched to rich lists
- ⦿ IN YOUR AREA: locals with wealth, unconnected to your cause directly but who may well rise to the challenge
 - All helps to enlarge the prospect pool

Q & A?

WRAPPING UP

- ◉ Screening for wealth within easy reach
- ◉ Best to use > 1 data source to maximise hits...
- ◉ ...because there is a lot of 'shrinkage'
- ◉ Build a rating system that works for YOU
- ◉ Remember those wealthy people not directly connected but who may 'want in'

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