



FINDING YOUR TOP PROSPECTS WITH  
ADVANCED ANALYTICS AND METRICS



Gift Clarity enhances your partnership with Thompson & Associates by using our advanced analytics to identify your top planning prospects and to help you understand your giving potential.

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### **Discover Your Top 100 Planning Prospects:**



As a fundraiser, you understand the importance of building a healthy pipeline of donors. Gift Clarity can provide a list of your best 100 prospects to invite into the Thompson process. Our evidence-based resources draw on decades of experience in philanthropy to identify your donors whose giving history and characteristics align with past Thompson planning clients.

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### **Turning Your Donor Data Into Increased ROI:**



Gift Clarity utilizes historical giving and other analytical information to provide unique giving benchmarks and trends, including opportunities for immediate increases in giving. You will receive a comprehensive analysis report full of giving trends and graphs. The report illustrates the fundraising history of your organization and highlights demographic groups with unrealized giving potential. In addition, this insightful analysis includes a list of your top 750 major, lapsed and occasional donors who have shown an affinity for your organization in the past and may be ripe for cultivation.

**HELPING MAKE GOOD THINGS HAPPEN FOR OTHERS**

Contact us

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## Fee Structure for Additional Tools and Services

\*Exclusive Rates for Thompson & Associates' Clients

	Basic	Pro
	\$1,500	\$3,500
<p><b>Thompson Planning Prospect List</b> Based on giving history and other characteristics, a list of your top 100 prospects for the Thompson planning process will be uploaded into your GO Connect platform.</p>	✓	✓
<p><b>Detailed Donor &amp; Gift History Analysis</b> A detailed analysis of your giving history and potential, trending giving stats, growth benchmark metrics, donor retention rates and more...</p>		✓
<p><b>Your Best Giving Prospects</b> A list of your top 750 major, lapsed and occasional donors who have shown an affinity for your organization in the past and may be ripe for cultivation.</p>		✓
<p><b>Geographical Donor Analysis</b> An analysis to show how far your highest potential donors reside from your location; we'll provide the donor count and giving amounts by radial distance divided into ranges.</p>		✓

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