

**DONORTRENDS**

## **TRUEGIVERS™**

**Simplify your process. Reduce your costs. Drive results like never before.**



Do you find yourself at a loss, wading through a confusing sea of wealth indicators and other data wondering who among your prospects are actual givers and leaders? Now, there's a better way.

Only with DonorTrends TrueGivers™ do you receive, through our exclusive exact match capability, all of the details about your prospects' charitable giving — the other organizations and causes they give to, the size of their gifts, and the types of gifts they've made.

Only with TrueGivers™ do you also receive the story behind the wealth of YOUR prospects, personal profiles of potential campaign leaders — those who can not only give, but those who can get.

Among the analytic tools and formulae we use, DonorTrends is the exclusive provider of NOZA's® Exact Match technology and the only provider of ZoomInfo® screening— the world's largest databases of actual donors and business leaders. Delivered with **actionable advice**, you can put TrueGivers™ to work immediately!



**DONORTRENDS**

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# TRUEGIVERS™

**Simplify your process. Reduce your costs. Drive results like never before.**

Take time-consuming guess work out of your fundraising efforts with TrueGivers™ — the new and effective donor identification and screening solution from DonorTrends.

Identification. Recommendations. Solutions. With streamlined turnaround and affordable prices. Through TrueGivers™ you have access to the following, plus much, much more:

## Actionable Insight and Intelligence

Get the conversation started by knowing who your donors are. Imagine having access to:

- What other organizations are your donors giving to
- What types of gifts are your donors giving to other organizations
- What size gifts are your donors giving to other organizations
- What's the affinity of your donors—what types of organizations do they support and how does this inform your strategy

## The Rest of the Story

Wealth indicators are only the beginning of the story. Profile the leaders on your file through TrueGivers™ and answer compelling questions such as:

- What industries are you donors working in?
- How much are you raising by title level?

## Working with Your Results

With DonorTrends TrueIntelligence Platform™ (TIP), search, sort, analyze and export TrueGivers™ results on a state-of-the art web-based collaborative platform.

**Call today for a free summary analysis: 1.866.948.9363**

