

LEAD ID

*Are There Great Gifts Hidden in your Donor Base?
Have you considered a Research and Ratings Audit?*

Leadership giving has never been more important than today. Even one additional identified leadership gift candidate can be worth a great deal over time. **LEAD ID** is an important new Research and Ratings Audit service offered by **Greater Mission**.

Greater Mission has recently established a new Research and Ratings Division to serve our clients who are often short-staffed in this area. Our process unpacks what can often be a mountain of data and delivers exactly what our clients need to identify new lead donor candidates and to set ratings more in line with the capacity of their lead donors.

*The **LEAD ID** service by Greater Mission includes these six steps:*

1. Screen your entire set of active donors confidentially through our partner DonorSearch's extensive databanks for the most current research data.
2. Study the data set to surface business owners, professionals and leading executives.
3. Scan the data by select individual wealth indicators to identify new potential lead gift candidates.
4. Conduct secondary in-depth research on key findings to further qualify the data.
5. Integrate the research-driven capacity data with direct giving to your organization and assign an individualized request rating to each lead gift candidate.
6. Compare the **LEAD ID** recommended request assessment with your current ratings to identify additional lead gift candidates and lead gift upgrade opportunities.

These are uncertain times. Because we are confident that **LEAD ID** will deliver a high return on investment (ROI) that will benefit your mission advancement efforts, we are willing to stand behind our work, guaranteeing your satisfaction.