



MarkeTeam's Approach to

CUSTOMIZED PROSPECT DATABASE

With shrinking list universes, rising costs for direct mail, and the need to substantially increase the value of each supporter acquired, many non-profits are turning to Customized Prospect Databases to complement their acquisition efforts.

Break new ground by finding individuals who are interested in your cause and convert them to new donors.

A Customized Prospect Database (PDB) approach allows non-profits to:



— Develop profiles of individuals similar to their most dedicated supporters, and who may not be a donor to any competitive charities.



— Younger and more diverse audiences can be developed on a look-alike basis, with special emphasis on either geographically dispersed or geographically targeted regions.



— Modeling can focus upon households with wealth, willingness, affiliation, and interests in the cause, rather than giving priority to previous support for direct competitors.



Your organization's warm prospects such as race or walk participants, former patients or family members, students and graduates, or online action-takers/activists can also be brought into the model to supplement the prospect database.

MarkeTeam Can Build A Customized Prospect Database **JUST FOR YOU.**



MarkeTeam licenses 1,000+ variables, including charitable data, for 180+ million U.S. household units which allows us to develop client-specific prospect database models.

These prospect models can identify a large number of households that can be prospected more effectively than rental lists at an extremely low list cost.

The prospect database names are cost-effectively billed on a net-net arrangement.



CASE STUDY

One non-profit currently uses our PDB modeling to acquire younger (under 60) supporters, but just as committed. The model has been tested and rolled out with increased traction, demonstrating the ability to target specific micro-audiences.

Other non-profits have provided their online activists or former patients to provide a robust core of potential supporters, with the model identifying the highest-potential opportunities.



Contact us at inquiries@mkteam.com to decide if a Customized Prospect Database could be right for your organization!



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