

CHASE 2014
Wealth Intelligence for
Dummies
11th February 2014

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Please switch **OFF** your Phones
Thank You



Question and Answer Session At The End



Who's the Wealthiest?



Who are the
“hidden
gems”
In your
supporter
database?



Introduction



Steve Cast, Founder and Managing Director of Redbourn Business Systems Limited

Redbourn Business Systems formed in 1994

Developers of the **Advantage^{NFP} Fundraiser** integrated fundraising, membership and alumni database and **Advantage^{NFP} Box Office** integrated fundraising and box office systems



Please Give Us Your Feedback

For a copy of this presentation please visit AdvantageNFP.com or leave your business card with my colleague Jane, or visit us on Stand 8 today or tomorrow.



Wealth Intelligence for Dummies

What is Wealth Intelligence?

Taking You On A Wealth Journey

Using The Results

Next Steps...



What Is Wealth Intelligence?:

The Identification of Liquid Asset Millionaires

Identifying those with a capacity to give, or who can influence a single gift of at least £5,000



Introducing the Wealth Intelligence Database:

Factually Researched – Not simply a ‘finger in the air’ best guess.

Database of Liquid Asset Millionaires containing over 240,000 of the wealthiest names in the UK.

...and growing



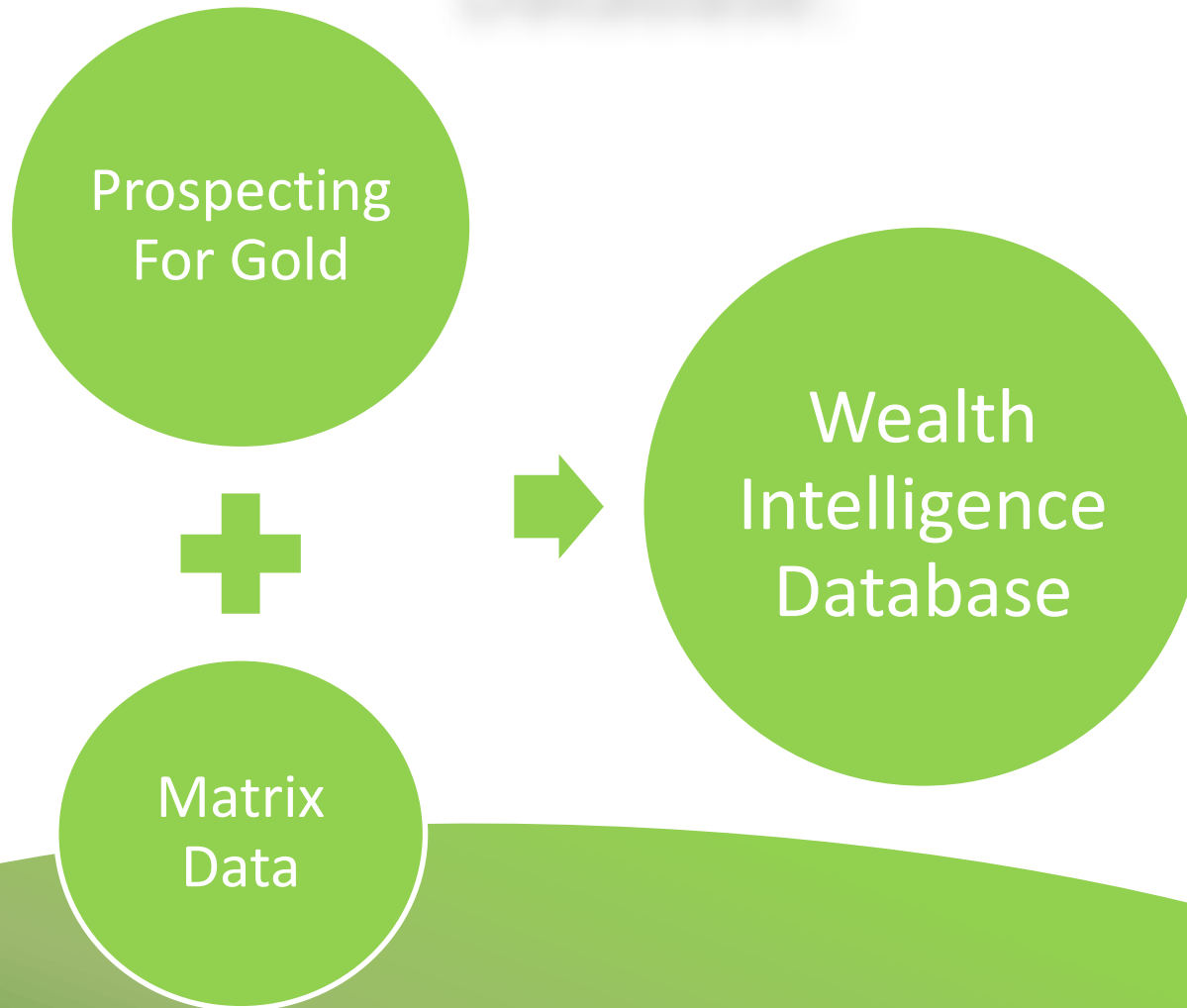
Introducing the Wealth Intelligence Database:

Match At Two Levels:
Individual & Family Name
(at same address)

Typical Match Rates Of Between
0.5% and 5%.



Introducing the Wealth Intelligence Database:



Introducing the Wealth Intelligence Database:

Prospecting For Gold (1 of 2):

- Established for Over 15 years
- Prepared by Fundraising Researchers
- Sourced From Information In The Public Domain



Introducing the Wealth Intelligence Database:

Prospecting For Gold (2 of 2):

- Information Sources Include:
Debretts, Who's Who, Dash and the Times Rich List (see your handout)
- Over £200 Million Capital Appeals



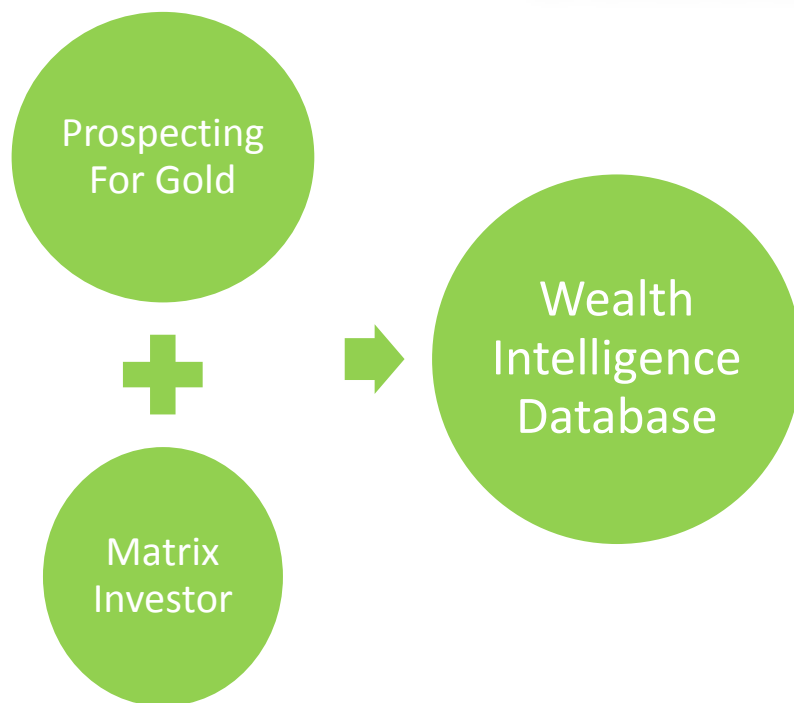
Introducing the Wealth Intelligence Database:

Matrix Data:

- Established For Over 20 years
- Prepared by Financial Sector
- £10 Billion Raised For New Funds
- 2.5 Million Records (of which there is a cross over with PFG).



Introducing the Wealth Intelligence Database:

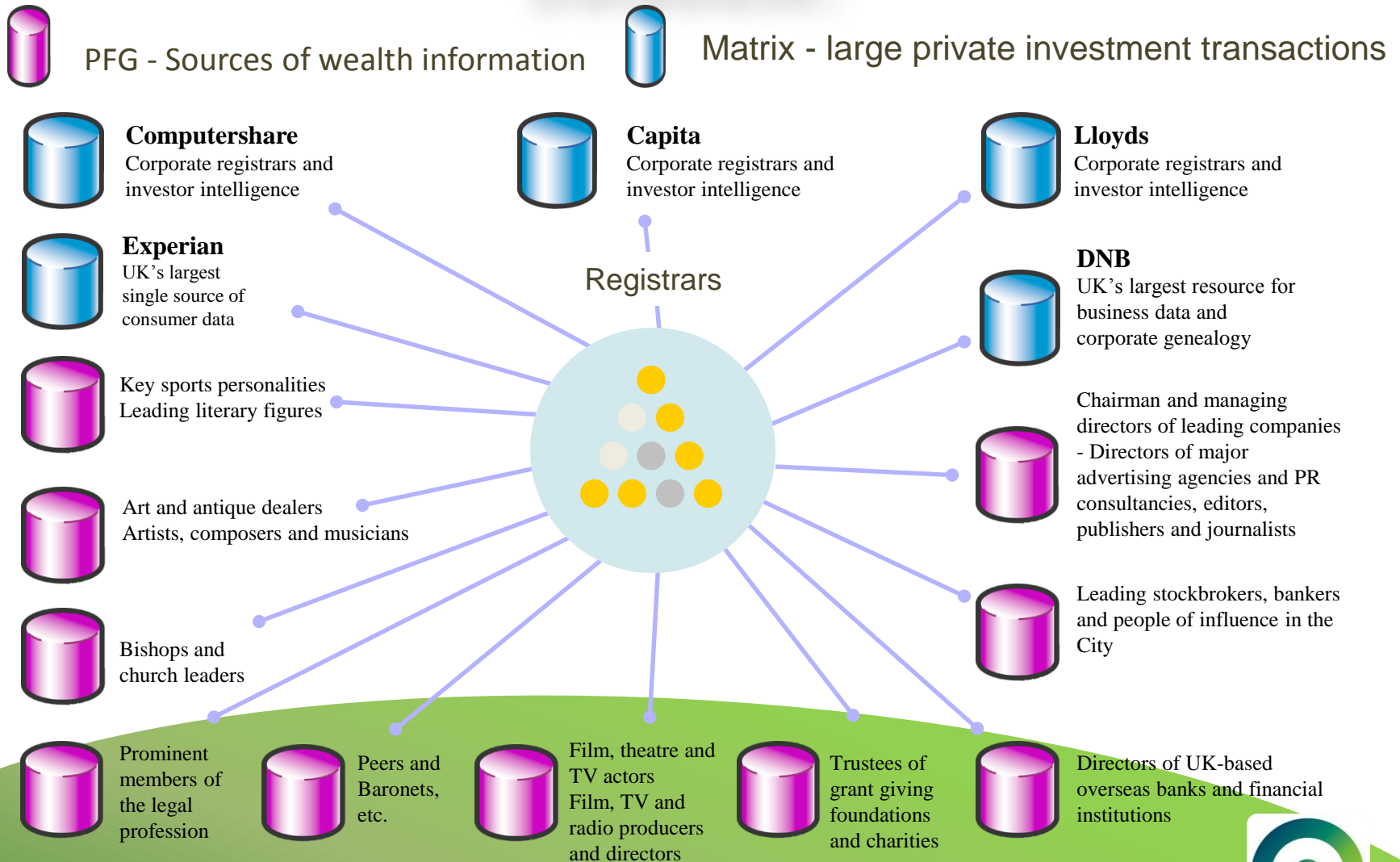


Offers the widest range of wealth intelligence services in the UK.

Published on three software systems with additional profiles.



Introducing the Wealth Intelligence Database:



Wealth Intelligence for Dummies

What is Wealth Intelligence?

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Next Steps...



A Wealth Intelligence Journey

Prepare Data.

Data Audit.

Wealth Tag?

Snapshot Reports?

(incl. Attributes)

Data Mining?



A Wealth Intelligence Journey



Prepare Data

Database extract of
URN, Title, Forename,
Surname, Address
(including postcode)

Optionally RFV

A Wealth Intelligence Journey


Data Audit

Statistics and costs on:

- Data Cleaning
- Supporter Profiling
- Wealth Screening

A Wealth Intelligence Journey

Redbourn Audit Report.pdf - Adobe Reader

 **REDBOURN**
BUSINESS SYSTEMS

Data Audit Report

Client Information

Client Name	Sample
Date	08/01/2008
Total Records	148,996

Data Enrichment Services

Electoral Roll	Individual Level	Family Level
Individuals that have been confirmed to be at the present address.	68,171	18,361

Date of Birth	
Number of records we can append a date of birth to, matched at forename level.	36,888

De-Duplication			
Records identified as potential duplicates.	Records Affected	Duplicates	Distinct Records
	Individual Level	31,303	17,891
	Family Level	33,123	19,012

NCOA	
Addresses updated as a result of screening data against the National Change of Address file and Experian Absolute Contacts file.	9,696

BT OSIS	
Records matched using the OSIS All service. This is the full directory listing including XP and DOR	84,070

Powered by Redbourn's **AdvantageNFP Fundraiser**



BT OSIS

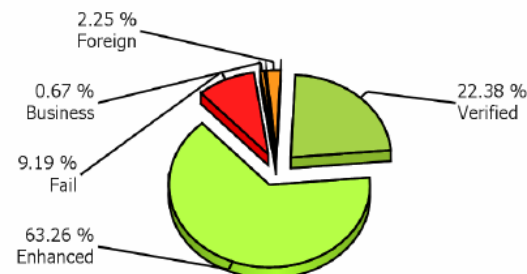
Records matched using the OSIS All service. This is the full directory listing including XD and DQR (Directory Enquiry Records) entries

84,070

Postal Address Enhancement

Screening of 148,996 addresses against the Royal Mail Postal Address File. We could not screen 3,353 (2%) addresses, due to incomplete data supplied.

Addresses Acceptable to PAF standard	127,605
Addresses not acceptable to PAF standard	13,691
Business addresses found	999
Foreign addresses found	3,348
Addresses enhanced	94,260



	Verified	Enhanced	Appended
DPS			132,316
Postcode	97,755	40,977	557

Suppression Screening**Goneaway Suppression**

Records matched against one of the Gone Away suppression files.

Forename level	Initial level	Surname level
9,537	10,455	31,851

Deceased

Records matched against one of the Deceased suppression files.

252	293	3,044
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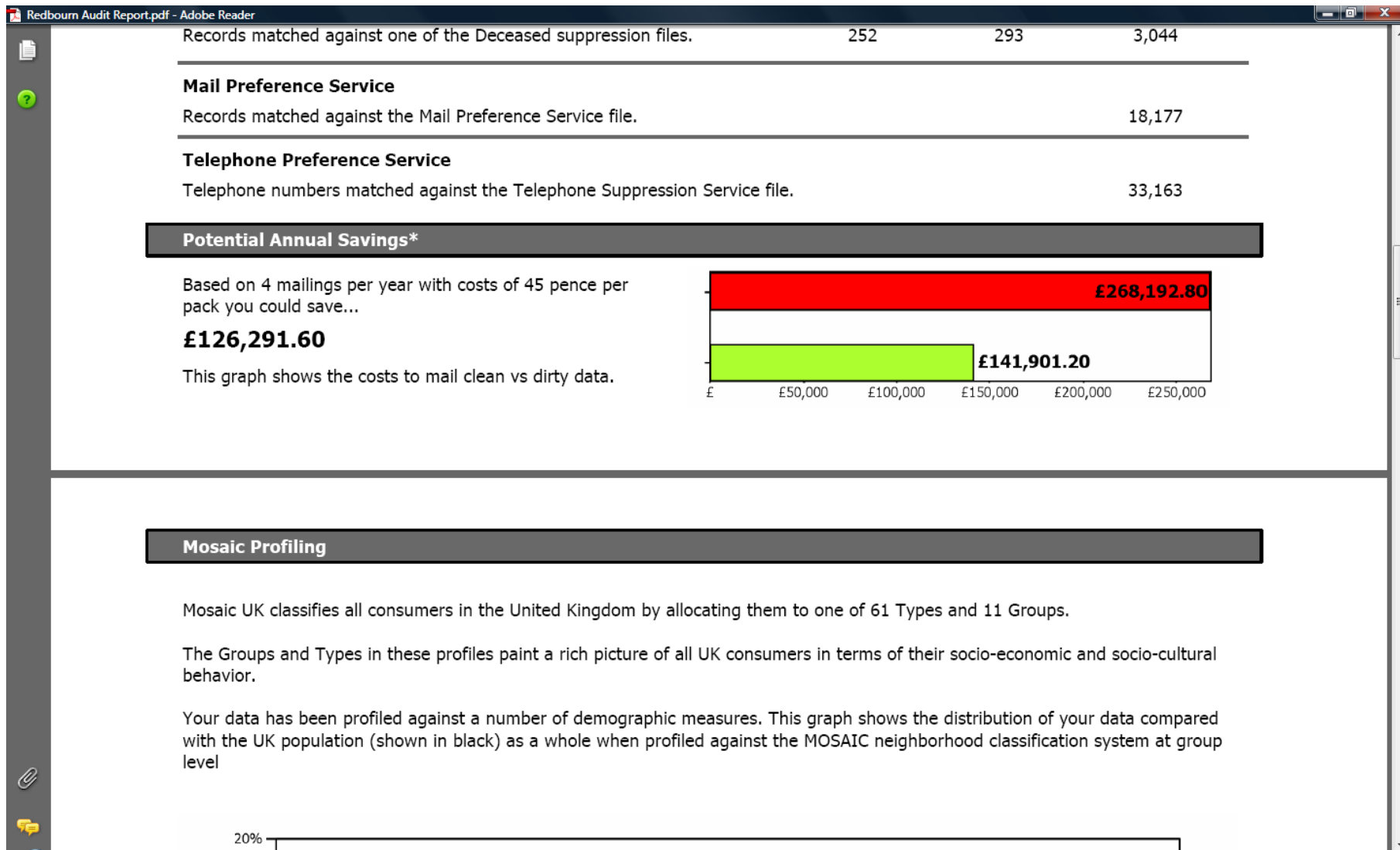
Mail Preference Service

Records matched against the Mail Preference Service file.

18,177

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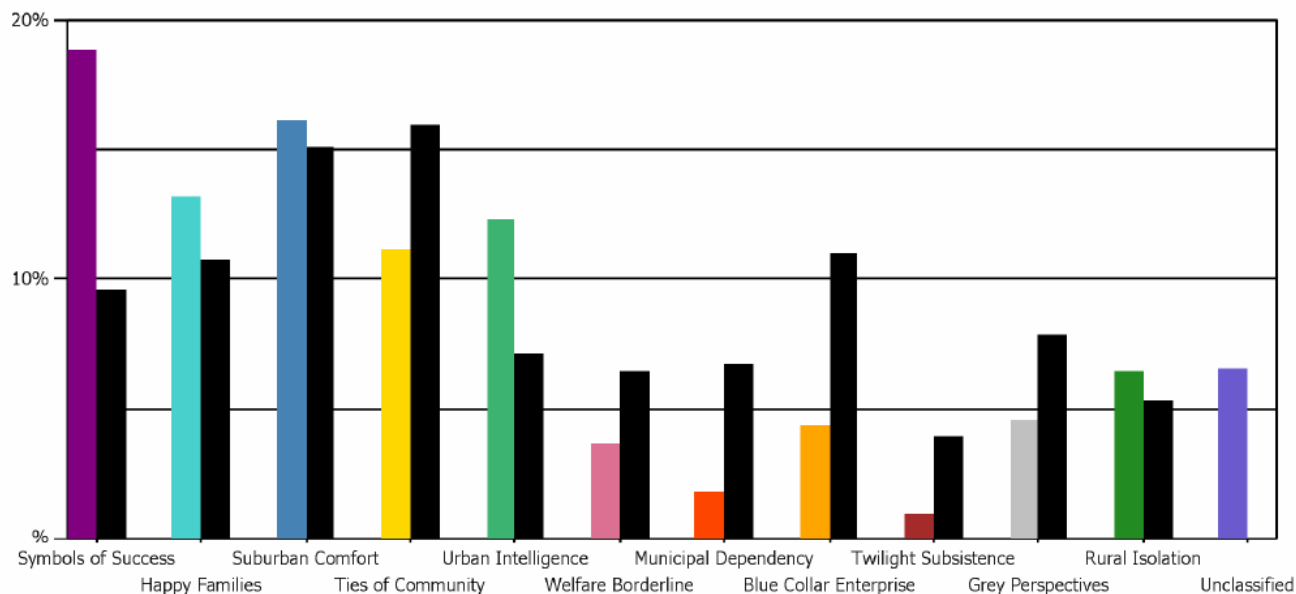


Mosaic Profiling

Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 61 Types and 11 Groups.

The Groups and Types in these profiles paint a rich picture of all UK consumers in terms of their socio-economic and socio-cultural behavior.

Your data has been profiled against a number of demographic measures. This graph shows the distribution of your data compared with the UK population (shown in black) as a whole when profiled against the MOSAIC neighborhood classification system at group level

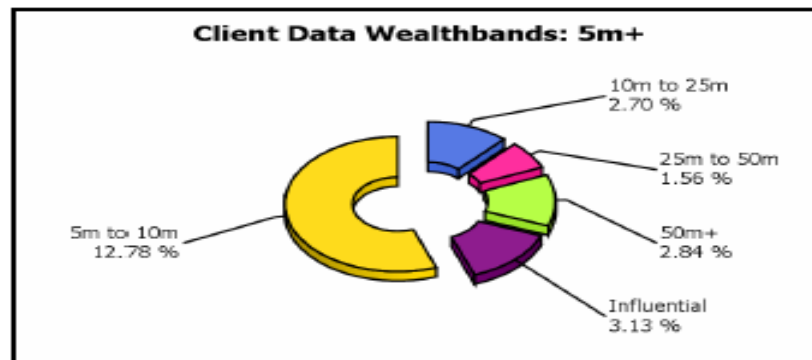
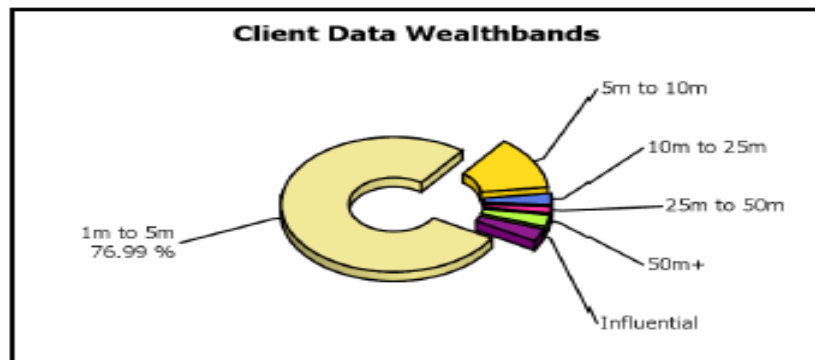
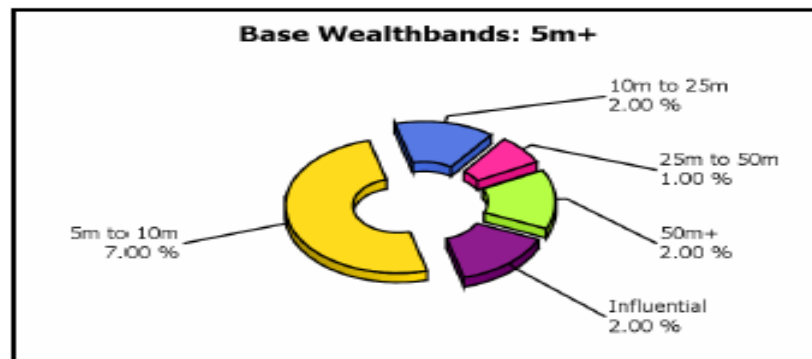
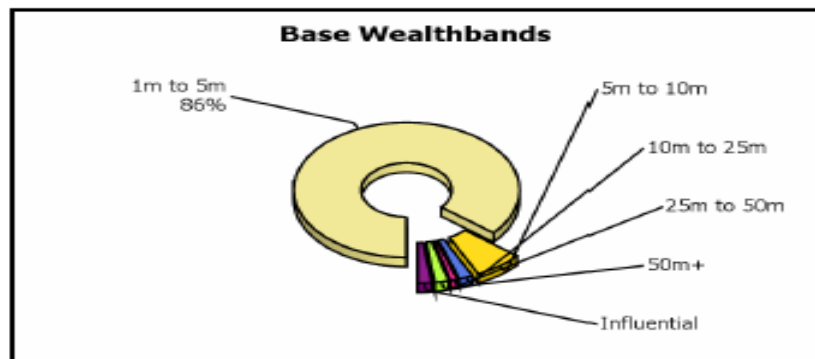


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The Wealth Intelligence database contains uniquely detailed factually information on just under ¼ million extremely wealthy people and is growing by some 800 records per month. Each record holds at least 12 primary attributes, which include details on

- Wealth bands and profiles (from £1m to £50m+)
- Investment types, histories and profiles (portfolios, propensities and patterns)
- Directors and business information (spheres of influence)
- Philanthropic and charitable propensity
- Socio and geo-demographic details



Distinct Wealth Matches
1,770

Individual Level Wealth Matches
732

Family Level Wealth Matches
1,770

Powered by Redbourn's **AdvantageNFP Fundraiser**



A Wealth Intelligence Journey



A Wealth Intelligence Journey

Wealth Tag Only:

- Simple Flag Indicating Wealth Match
- Allows Some Searching/Segmentation
- No Wealth Attributes
- No Further Analysis or Documents



Wealth Intelligence for Dummies

Case Study 1

In 2008, an animal shelter charity ran a wealth screening exercise and tagged their database of supporters with the single wealth tag. They then ran a “tea and cakes” afternoon, for a new cattery, inviting the tagged individuals to attend. This single event raised over £10K in just one afternoon. They have since gone on to run similar events with continued success.



A Wealth Intelligence Journey

If We Keep Going
What's Just Over The
Horizon?

A Wealth Intelligence Journey



A Wealth Intelligence Journey

Snapshot Reports/Wealth Attributes:

- 30+ Attributes
- Allows Better Searching/Segmentation
- Some Further Analysis Available
- Target The Best Donors At The Best Time



Wealth Intelligence Attributes (1 of 2):

- URN
- Date Added
- Gender
- Primary Addressee
- Title (x2)
- First Name
- Middle Name
- Surname
- Suffix (x2)
- Maiden Name
- Address Lines 1-3
- City
- County
- Postcode
- Country
- Postal District
- Region
- Deceased Flag
- Deceased Date
- Birth Date



Wealth Intelligence Attributes (2 of 2):

- Wealth Band (£1M - £50M+)
- Age
- Age Band
- Primary Business Profession
- Primary Business Organisation
- Flags:
Charitable Trust,
Grant Making Trustees,
Company



Wealth Intelligence for Dummies

Wealth Flag or Attributes

Flag

For: Simple Little (if any)
DB Change

Against: No Research

Against: Limited
Analysis and Limited
Segmentation

Attributes

For: Pre-Researched

For: Can Research Further

For: Better Analysis and
Segmentation

Against: **May** Require DB
Changes/Complex



Possible “Top 5” Wealth Attributes

Factual
Wealth Band

High Value
Donor Flag

Age Band
Factual DOB

Venture
Capital Trust

High Value
Investment



A Wealth Intelligence Journey

A long, straight asphalt road with a yellow double line in the center and white lines on the sides stretches towards the horizon. The road is flanked by green fields. In the distance, a vibrant rainbow arches across a dark, stormy sky. The overall mood is one of hope and pursuit.

Is There a Pot of Gold
Waiting at the End of the
Rainbow?

A Wealth Intelligence Journey



Data Mining

Segmenting the data by using the wealth attributes and/or your own attributes.

For example:
Recency,
Frequency,
Value.



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Wealth Intelligence for Dummies

Using the Results

It's All About
The Right Ask

What Level of Gift?

Or Stewardship



Wealth Intelligence for Dummies

Case Study 2

In 2009, a leading university ran a wealth intelligence screen against their data. They identified a liquid asset millionaire alumnus giving £50 per month, but with a greater gift capacity. After data mining they arranged a face to face visit and in conclusion of that meeting received a cheque for £0.5M.



Wealth Intelligence for Dummies

Case Study 3

In 2009 a leading international development charity used the wealth screening process to identify liquid asset millionaires across its entire live data set. These supporters were wealth tagged on the database and a relationship building process was initiated. These potential high value donors have received tailored communications about the organisation's work and have been invited to an evening event with keynote speakers. The emphasis with this project is to build relationships with these supporters so they identify with the organisation, the aim being sustained funding in future rather than one off donations.



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Wealth Intelligence for Dummies

Next Steps

Now

- Prepare Your Data for Audit
- Carry Out Free Audit
- Apply Tags or Attributes

Then

- Prepare Campaign
- Data Mining/Research
- Make Qualified Approach



Wealth Intelligence for Dummies Summary

Wealth Intelligence
Database

Data Mining

The Right Level

Qualified Approach



Wealth Intelligence for Dummies Summary

Wealth Intelligence
- Not rocket science

Wealth Intelligence
Simply What It Says
On The Tin



Wealth Intelligence for Dummies

Need More Help?

Visit CHASE stand 8

Email us marketing@AdvantageNFP.com

www.AdvantageNFP.com



Wealth Intelligence for Dummies

Question and Answer Session





Thank You For Your Time

