

Turning Pets into Prospects!
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North Carolina State University's College of Veterinary Medicine came up with a rather unique way to identify new prospects, according to John Taylor, Associate Vice Chancellor for Advancement Services at NCSU (Raleigh, NC). "We looked at our four-legged patients!"

The Executive Director of Development for the College, Susan Lilly, realized that many families were spending huge amounts of money on very expensive treatments for their animals. "I remember one family that actually chartered a private plane in order to bring a horse in for treatment," Taylor recalled. "But when I thought about my own personal experience having our dog treated by the good people at VetMed, I realized that people do go to extraordinary lengths to treat their "children."

"The prospect research process was rather simple," Taylor continued. "The College first looked at their patient database, and extracted a file of all those individuals who had spent the largest amounts of money on their pets/animals. That file was then delivered to our Prospect Research department for wealth screening."

According to Taylor, over 19,000 potential prospects were first identified, and compared to the advancement database to determine if there was any overlap. The remaining list of individuals was encrypted and electronically submitted to a vendor for wealth screening – a basic comparison of individuals against public databases to identify major assets for those individuals.

"The results were astonishing," Taylor says. "We identified 163 individuals that potentially had the capacity to give \$1,000,000+! Of those, 31 individuals were already known to NCSU and on our fundraising database, but had never been previously considered highly rated prospects – but they are now!"

Taylor reports that the wealth screening was only the first step. "Formal prospect evaluations were then conducted on 131 of these individuals. We confirmed that, indeed, 75 were definitely potential million dollar donors, and one was rated at over \$5MM!"

"This truly was a fun, and profitable, data mining and prospect research experience," Taylor concluded. "I never would have imagined we'd be able to uncover so many diamonds in the rough!"