LAURA A. SOLLA
PROSPECT RESEARCH & DEVELOPMENT STRATEGIES

Fact Sheet

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Overview of Services

Laura A. Solla, Prospect Research & Development Strategies is a consulting service specializing in prospect strategies for individual, corporate, and foundation prospects. Services include:

- Custom prospect research
- Wealth and asset assessment
- New prospect identification
- Prospect capability and qualification screenings
- Bulk screening services (through Blackbaud Target Analytics' WealthPoint database)
- Relationship network identification
- Prospect giving and management strategies

Since founding Prospect Research & Development Strategies in 1999, Laura A. Solla has served over 200 clients across the U.S. many of whom are regular or recurring customers. Clients range from private schools and higher education institutions, churches and faith-based nonprofits, cultural arts organizations, hospital systems, trade associations, conservation and environmental groups, grassroots organizations, health and human services agencies, public radio and television, corporate entities, and just about everyone in between.

As a testament to the superior customer service and technical skill clients receive, a significant portion of new business stems directly from client referrals. You can be assured Laura A. Solla, Prospect Research & Development Strategies will provide you the most accurate, most comprehensive research possible - and with quick affordable results.

Guidelines for Planning a Prospect Research Project

First, determine the "type" or research you need…
(See "Type of Research" Descriptions for more detail.)

Prior to embarking on a research project, evaluate your relationship with the prospect(s) - if one exists. You will want to select the "type of research" based on your present relationship.

- In-depth research on a known prospect or group of prospects (Go To: **Full Prospect Profile** or **Wealth and Asset Assessment**).
- Identification of new prospects to support a new or existing project or campaign; individuals, foundation, and/or corporate donors. (Go To: **Prospect Identification Project**)
- Qualifying a group of known prospects for capability and inclination; 1-100 individuals (Go To: **See wealth portion of Prospect Identification Project**)
- Screen your donor database, a subset of your database, or a group of individuals (25+). (Go To: **Donor Database Screening**).
- Other research services, such as creating a relationship network, or researching families, or in-depth family philanthropy.

Important Consideration:

- *There is no minimum or maximum number of prospects required to begin a project. You can submit one or two names for research, or a larger group such as 10 or 20 or 50 prospects.*
- *You select "the type of research" you need for each prospect (combo of full profiles, wealth assessments, and qualifications, for example).*

"Type of Research" Descriptions:

Full Prospect Profile:

(See Samples)

If you would like a complete picture of your prospect, then a full profile is recommended. You would select a full profile for a potential donor or an existing donor where in-depth information around family, career/business, relationships, giving, affiliations, and wealth is needed. A full profile includes:

- Biographical Data: Personal information such as, home and secondary addresses and phone numbers; spouse, children, and parents; birth month/year/location; education; religion; political affiliation; personal interests for husband and wife; family notes, such as prominent family members or other indicators that may be helpful for cultivation.
- Business Information: Full career and business summary for both husband and wife.
- Board Affiliations: Corporate, nonprofit, and civic board affiliations and relative memberships for both husband and wife.
- Charitable Giving: May include all published charitable giving, or giving over a certain level (based on prominence); major philanthropic interests (if available); major family philanthropy (if available); three-year summary of all related family foundations (if applicable)
- Wealth and Asset Assessment: All personal real estate assets for both husband and wife, includes real estate held by a trust or limited liability company; compensation (if published) or compensation benchmark (private companies); value of current and past stock holdings (if applicable); summary of inherited wealth (if applicable); summarization of all wealth indicators and a projected range of wealth.
- Awards/Honors/Publications
- Comments: May include photos, family bios (if applicable), obituaries, or other pertinent information.

Wealth and Asset Assessment:

(Included as part of Full Profile Samples)

If you have an established relationship with a donor (such as a long-time board member), and know much about them from a biographical and career standpoint, then a wealth assessment to establish inclination and capacity may be right for you. A wealth assessment includes:

- Biographical: Home address and secondary address; birthdates for husband and wife)
- Career/Business: Basic data that directly supports wealth analysis.
- Charitable Giving: Major giving only.
- Wealth and Asset Assessment: All personal real estate assets for both husband and wife, includes real estate held by a trust or limited liability company; compensation (if published) or compensation benchmark (private companies); value of current and past stock holdings (if applicable); summary of inherited wealth (if applicable); summarization of all wealth indicators and a projected range of wealth.
- Comments: Information that may support a wealth determination.

Because all research is custom, you can add additional categories, such as board affiliations, or family philanthropy to your wealth assessment.

Prospect Identification Project:

(See Sample)

A new prospect identification project provides you with a new pool of prospective donors for your project or campaign. Prospects can include individuals, foundations, and/or corporations.

- Prospects are selected based on pre-established criteria; such as, geographic location, age, documented interest in a specific cause, documented giving at a high level, and documented evidence of significant wealth. Together, we determine the search criteria that best meets your project needs.

- Your new prospect list is provided via Excel spreadsheet and includes:
  - Personal & Business: Name, spouse name, home address, phone number, link to business and position (if applicable), business address and phone number
  - Wealth Indicators: Number and total value of personal real estate, compensation estimate, presence of published stock or ownership in a business, ballpark wealth range, highest published gift or highest relative gift and recipient, presence of a foundation, general comments (biographical info and/or important wealth indicators).
  - This is a general outline of a typical new prospect identification project. Your project may differ based on required criteria.

Prospect Qualification Project:

(See highlighted portion of Prospect Identification Project Sample.)

A prospect qualification project (also known as a qualification screen) provides a similar outcome as a new prospect identification project; however, you provide the names to be qualified. This group may be a subset of your donor database or a list of names created through staff and volunteer discussions.

A qualification quickly determines if capability, interest, and inclination exists for a known prospect group.

- You provide: Prospect full name, home address, and business and position, or as much information you know.
- Your qualification results are presented via Excel spreadsheet and includes:
  - Personal & Business: Name, spouse name, home address, link to business and position, business address and phone number.
  - Wealth Indicators: Number and total value of personal real estate, compensation estimate, presence of published stock or ownership in a business, ballpark wealth range, highest published gift or highest relative gift and recipient, presence of a foundation, general comments (biographical and/or important wealth indicators).
  - This is a general outline of a prospect qualification screen. Your project may differ based on criteria.

Important Considerations:

- *The more information you provide, the less research time may be required.*
- *This is not full in-depth research. However, often after reviewing the results of your qualification screen, you may decide additional in-depth research is needed; such as, additional bio and career data, board affiliations, more in-depth charitable giving or giving to a specific cause, source and value of inherited wealth, or family philanthropy. A qualification screen will greatly reduce the overall research time in preparing a full profile as a strong base for research has already been created.*
- *For groups of 100+ names, or unsubstantiated names, a "donor database screen" through a 3rd party vendor may be appropriate.*

Donor Base Screening and Small Batch Screening:

(Ask to see a vendor sample.)

A donor database screen is conducted through a 3rd party vendor. This is an excellent method to identify "low hanging fruit" to jump-start a major fundraising project.

- Donor database screening is available for any size batch, whether 25 names or 10,000+ names.
- Screening services are conducted through 3rd party vendor, Blackbaud Target Analytics.
- Match criteria includes: real estate, stock, corporate filings, charitable giving, board affiliations, political contributions, and foundations.
- Submitted names must include full name and home address at minimum, and must be in an acceptable data transfer file.

Important Considerations:

- *A donor base screening is highly recommended if:*
  - *You have not screened your records in the past three years, or*
  - *you have no concept of potential wealth within your donor base, or*
  - *you are attempting to determine if wealth exists for a subset of your database.*
- *The outcome of a database screen varies based on a variety of factors; including:*
  - *"Common nature" of the input name (may produce duplicates within the record);*
  - *how submitted names and addresses match to real estate, stock, corporate filings, charitable giving, boards, political contributions, foundations; and*
  - *correlates directly to quality of information submitted, such as addition of business name and address, spouse name, second home address.*
- *A donor database screen is very cost effective, but can be inaccurate or lack substance. Therefore, a screen should be used as a starting point for your project, not an end point.*
- *A qualification screen following a donor database screen to further qualify prospects is highly recommended.*

Other Research:

Sometime a special project is needed; such as, family profiles, creating a relationship network (boards and affiliations), or identifying inter-related family philanthropy, to name just a few. We can discuss and price your special project based on parameters.

Building a Budget…Rates for Research

Consideration: If you have a large project, or plan on doing a small research projects throughout the year, you may be interested in establishing an account, which guarantees a $69/hour rate through 2016. (See Starting An Account.)

Prospect research is billed at the rate of $95/hour. As an incentive, a discount rate of $80/hour is extended to clients who pay within 15 days of invoice date. The regular hourly rate applies for invoices paid after 15 days and rush work.

To help create a prospect research budget, the following recommendations are offered:
(Due to the intensive nature of identification and qualification projects, a discounted rate is not available.)

Type of Research	Hours/Quantity	Estimated Unit Cost *Based on $80/rate**
Full Profile	4.5-6.0 hours per profile (Budget time: 5.0 hours)	$360-$420 per profile (Budget price: $390)
Wealth and Philanthropy Assessment	3.5-4.5 hours per profile (Budget time: 4.0 hours)	$280-$360 per profile (Budget price: $320)
Prospect Identification Project	2.0 hours per identified and qualified name (Budget time: ~2.0 hours)	$160 per qualified name (Budget price: $160/prospect)
Prospect Qualification Project	1.0-1.5 hour per name	$80-$120 per qualified name (Budget price: $100/name)
Donor Database Screen	Per name	$1 per screened name (plus manipulation of file)
Custom Research	TBD	Discount rate and account rate available. Price by project

**See Starting An Account to reduce your hourly research rate by 15%.*

Important Considerations:

- *The above chart is an estimate to help you build a budget.*
- *The most time consuming portion of any research project is identifying and evaluating wealth indicators.*
- *The amount of time required to conduct research will vary prospect to prospect, and is relative to how much information is available in the public domain, and complication of assets.*
- *A prospect may take longer or less time to evaluate.*

Creating a Timeline…Setting Project Deadlines

Turnaround of any project will vary based on the type of research needed, the number of prospects in the grouping, and the workload in house. At the onset of any project, deadlines will be discussed and agreed upon.

Getting Started…What The Client Must Provide

Requirements are project based. For general research, such as full profiles and wealth assessments, please be prepared to provide the following:

- Prospect full name, home address, and link to wealth, such as business affiliation and position (i.e. president of XYZ Company).

- Sometimes only a name is available. If the name is uncommon in nature, this is usually not a problem. However, more research time may be necessary to accurately identify this individual and related factors, such as associated business. If your prospect cannot be accurately identified, you will be notified. You will be charged for applicable research time regardless of results.
- In addition to the basic criteria, you submit any additional information you may know, as it may lessen the overall research time, thus saving you money. Additional information may be spouse name, affiliated boards, past employment, philanthropy, secondary residence, etc. This information can also provide additional keywords that may help hasten the research process, open up additional avenues for data mining, or more clearly identify the prospect should it be a common name.

Though we can discuss your project needs over the phone, the actual research request must be submitted in writing via e-mail. The information on each prospect can be in the body of an email, or in an attached Word document, Excel document, or database record (such as a Razor's Edge profile).

Project Completion…Transfer of Documents and Payment

Document Format:

Format type will vary by project.

- Microsoft Word is used for general research.
- Microsoft Excel is used for identification and qualification projects.
- Other projects TBD.

Document Transfer:

- All projects will be sent via email upon completion.

Back-Up Research:

- At the start of a project, you can choose to have the back-up research documentation mailed with a hard copy profile, or have sources cited at the bottom of the profile and no back-up documentation sent. Keep in mind back-up documentation can create over 100 pages of data. Some clients like a full history and the documentation in the files, while others do not like the clutter.
- If you elect to receive hard copy documentation, hard copy profiles along with all the research documentation will be shipped to you via priority mail upon completion of the project. In addition to hourly research rates, you will be charged for shipping the documents as well as a $10 per profile paper fee. If you elect to have research sources cited only, you will incur no additional expense.

Payment & Terms:

- Within 24 hours of project completion, you will receive via e-mail an invoice summarizing the project and related costs.
- The regular rate for research is $95/hour. If you pay within 15-days of invoice date, you may take the discount rate of $80/hour as reflected on the invoice.
- If you are taking the 15-day discount rate of $80/hour*, the invoice must be paid within that time frame. If an invoice is not paid within the 15-day period, you will be automatically re-billed at the $95/hour* rate.

- It is important that your accounting office understands these terms as late payment of invoices can greatly impact your research budget.
- Pricing on New Prospect Identification and Prospect Qualification projects will be set prior to project start-up. Prospect ID projects require a 50% project estimate deposit.

You can also establish an account which guarantees a $69/hour* rate, thus eliminating the requirement for meeting the 15-day discount period. "Accounts" are carried over month to month, and can be supplemented with funds as needed. (See "Starting An Account" for more details.)

Starting An Account

Consider "establishing an account" and locking in a discount rate of $69/hour as your *permanent rate for research for through December, 2016.*

What is an "account," and what are the benefits?

- In essence, you are paying ahead for a predetermined amount of research time at the *discounted rate of $69/hour.* This rate is guaranteed throughout 2016 as long as you have a current account.
- Many clients place a "lump sum" in their account, and utilize those funds over the course of months or over the year.
- By establishing an account, you can greatly minimize the administrative headache of coordinating invoices for payment, paying a substantially higher fee for important rush work, and/or paying at a higher fee if the discount deadline is missed.
- Your account time never expires. If you have a "balance" at the end of a project, the research time is carried over and available for the next project. (Note: Accounts with no activity for 36 consecutive months are closed.)
- You will receive a statement at the end of each month or after each project that clearly indicates your beginning account balance, research time used, and the balance left in your account moving forth.

How do we get started?

- First, think about your research project or needs over the coming months or year. How many prospects do you think you will research during an average month or over your project - 5, 10, 20, etc. Also think about the "type of research" you may need – full profiles, philanthropy/wealth, philanthropy/boards/wealth, or a mixture of services. If you need assistance in the planning process, just call my office to discuss.

  Don't worry, you can start small and add money to your account at anytime.
- Next, using the chart below as a guideline, determine the account level that best matches your needs.

  Remember: Your time never expires; you can carry over unused hours to the next month, or for several months. However, if you go over your account allotment, you will be billed at the regular current rates and terms.

<table>
<tr><th>Account Level</th><th>Research Time
(Based on rate of $60/hour)</th><th>Example Profile Production Time</th></tr>
<tr><td>$3,000
(Minimum)</td><td>Approximately 43.0 hours of research time (7-10 full profiles)</td><td rowspan="3">• Full Profile: 4.5-6.0 hours (average)
• Boards/Philanthropy/Wealth Assessment: 2.5-4.0 hours (average)
• Philanthropy/Wealth Assessment: 3.5-4.5 hours (average)
• Prospect ID Project: 2.0-2.5 hours per qualified Prospect
• Prospect Qualification: 1.0-1.5 hours per qualified prospect</td></tr>
<tr><td>$4,000</td><td>Approximately 58.0 hours of research time (10-12 full profiles)</td></tr>
<tr><td>$5,000</td><td>Approximately 72.0 hours of research time (14-16 full profiles)</td></tr>
</table>

How does the billing process work?

- You request an invoice to place a "lump sum" in your account. You draw from that balance over the course of the project or year. When your account gets low, you can add more money if you plan to do more research.
- Minimum start-up and subsequent account additions is $3,000.
- At the end of each month or project you will receive a detailed statement covering your account activity for the prior month (provided activity occurred during the month).
- If you do not use all of your research time during the month or over the project, your time will be carried over month to month, and be reflected as a "credit" on your statement. You can accrue as much time as you like. Accounts roll over month to month and year to year; however, **accounts with no activity for <u>36 consecutive months</u> are closed with the balance surrendered.**
- Accounts are non-refundable and non-transferrable.
- Important: If you go over your account level allotment, you will be billed the additional time at the end of the month at the regular rates and corresponding terms, which is $80/hour discount if paid within 15 days, $95/hour for any rush work or invoices paid after 15 days.

Sources of Information

In the ever-changing technology revolution, the plethora of information that was once *"free"* through a basic *"Google"* search, is no longer. Companies have learned their data has "significant value," and charge, for access to those records.

Viewing these records is critical to developing a prospect profile that provides a complete and accurate picture of the prospect from a personal standpoint, a business and career overview, nonprofit and corporate board affiliations, memberships, charitable interests and historical giving, foundation information, honors and awards, publications, and a profile of wealth.

As a professional research consultant for more than 10 years, Laura A. Solla, Prospect Research & Development Strategies utilizes only the most reliable, accurate, and up-date-sources for donor research, and maintains annual subscriptions to the following data sources.

American Law Journal

Archives.com

D&B

Experian Business Reports

FEC Database

Foundation Center

Hoovers

Lexis-Nexis Diligence Database (Corporate Filings, Corporate Records, Comprehensive News 40 years, Biographies, Public Records, SEC, among others)

Linked-In

New York Times (full historical digital archives)

Newspapers.com (full historical digital archives)

NOZA Charitable Giving

Search Engines (Google; corporate and nonprofit web sites)

Target Analytics' Research Point and Wealth Point Databases

Zillow

ZoomInfo

Confidentiality Statement

Strong ethics and client confidentiality are top priorities. Only information necessary for the advancing, bridging, and cultivating a relationship between a client and prospect will be sought during the course of research. Personal information, such as, social security numbers, credit reports, etc. are never accessed or used during the course of research. In addition, only your organization and Laura A. Solla is privy to your prospect list and related information. Laura A. Solla will never share knowledge of, or information gathered, on any prospect with another client.