



SAMPLE DONOR NETWORK ANALYSIS

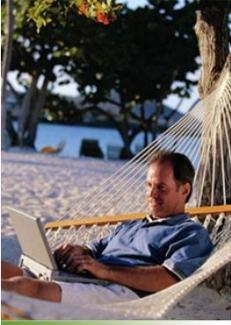
The role of Donor Network Analysis is to assist the Not-For-Profit Organization in preparing for a potential campaign or other fund raising initiative. The first step in Donor Network Analysis is to map each of the individual donor prospects that have been identified by the Not-For-Profit. The individual prospect profiles and prospect maps contain information that comes from a variety of publicly available sources. It provides an analysis of individual gift prospects, identifying their current connections, interests, and level of philanthropic giving. It maps potential avenues for introduction and cultivation of these prospects, and it helps to prioritize prospects by their overall potential for the Non-For-Profit Organization.

Biographical Information

The first page of each profile contains information about each individual's background and relationship in the community. Wherever possible, we include a photo of the individual. The background information includes current professional position and contact information, home address, family connections (such as spouse and children), and relevant information regarding family members. This information can help to identify potential relationship connections between the Not-For-Profit and the prospect, and help decide who should make introductions or be involved in gift cultivation steps. It may also identify possible corporate giving prospects, if there are a number of prospects with ties to the same companies. It can also verify if the prospect is in a decision-making position within his or her company.

In the second column of the profile, we list any known charitable contributions, not-for-profit board memberships (past and present), and club and professional association memberships. We also include this information for spouses, if available. This information provides a general idea of the prospect's giving interests and connections to the community. Again, this is helpful in identifying potential relationship connections. The third column contains any other relevant information we find on prospects. If the prospect serves on a foundation board, for example, we list the foundation information in this column.

SAMPLE PROSPECT PROFILE

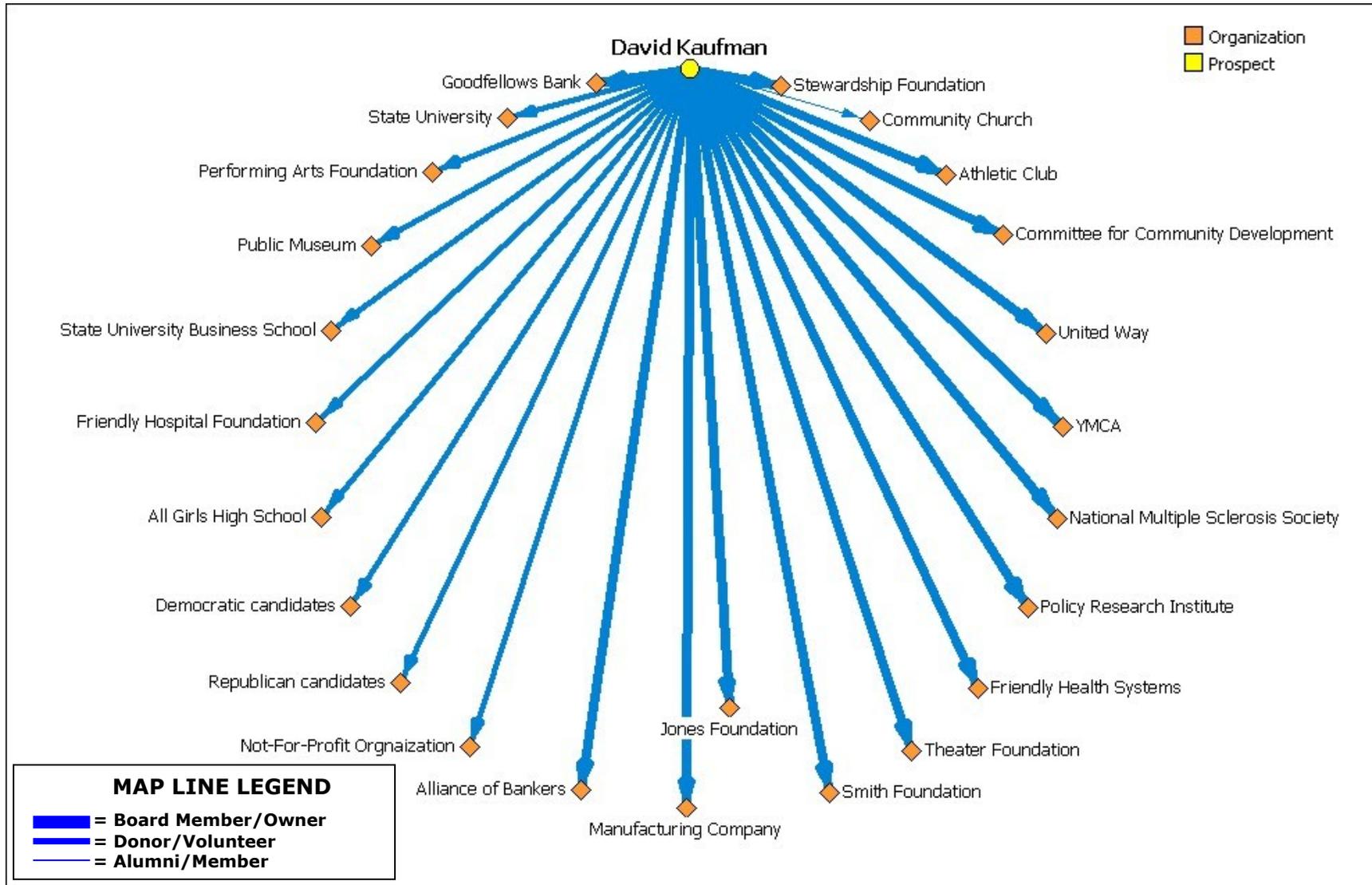
Name & Contact Information	Relational & Giving Data	Other Information
<p>David Kaufman 4567 East Side Street Midtown, Illinois 60612 Telephone: 252-123-4567 (Market Value: \$785,000)</p>  <p><u>Florida Home:</u> 1234 Seaside Court Naples, FL 30312 Telephone: 312-678-5432 (Market Value: \$3,678,000)</p> <p>Spouse: Katie</p> <p>President, Goodfellows Bank 1027 Main Street Midtown, IL 60612 Telephone: 252-986-7654</p>	<p><i>Affiliations</i> Past Board, Theater Foundation Past Chairman, Athletic Club Board, Stewardship Foundation Member, Community Church Board, Committee for Community Development Board, YMCA Board, United Way Board, National Multiple Sclerosis Society Board, Policy Research Institute Board, Friendly Health Systems Board, Smith Foundation Board, Goodfellows Foundation Board, Jones Foundation Board, Manufacturing Company Board, Alliance of Bankers</p> <p><i>Sample Giving</i> Donor, Not-For-Profit Organization Donor, Republican & Democratic candidates \$50,000+ All Girls High School, 2003 \$5,000-9,000 All Girls High School, 2002 \$50,000-100,000 Friendly Hospital Foundation, 2004 \$25,000+ State University Business School, 2003 \$1,500-2,499 Public Museum, 2003 \$10,000-14,999 Performing Arts Foundation, 2005 \$10,000-99,999 State University, 2002</p>	<ul style="list-style-type: none"> • Date of Birth: November 16, 1948 • Katie Kaufman is a retired elementary school teacher • Katie Kaufman, Date of Birth: January 6, 1944 • The Kaufman's have 3 grown daughters

PROSPECT RELATIONSHIP MAP

The second page of the individual prospect report includes the prospect's relationship map. This a visual representation of all of the prospect's relationship connections identified on the prospect profile. It tells us, at a glance, how many relationship connections we have identified for this prospect, and quantifies the strength of those connections. The heaviest line represents what we characterize as the strongest type of connection, including board service or business ownership.

The map shows all of the possible connections through which to cultivate the prospect, and shows the relative strength of each, making it easier to identify an appropriate cultivation strategy and approach. It also provides a way to prioritize prospects by their overall potential. Obviously, prospects with a larger network of relationships represent greater potential, as they not only bring themselves and their own ability to give, they bring their network of influence as well.

SAMPLE PROSPECT PROFILE MAP



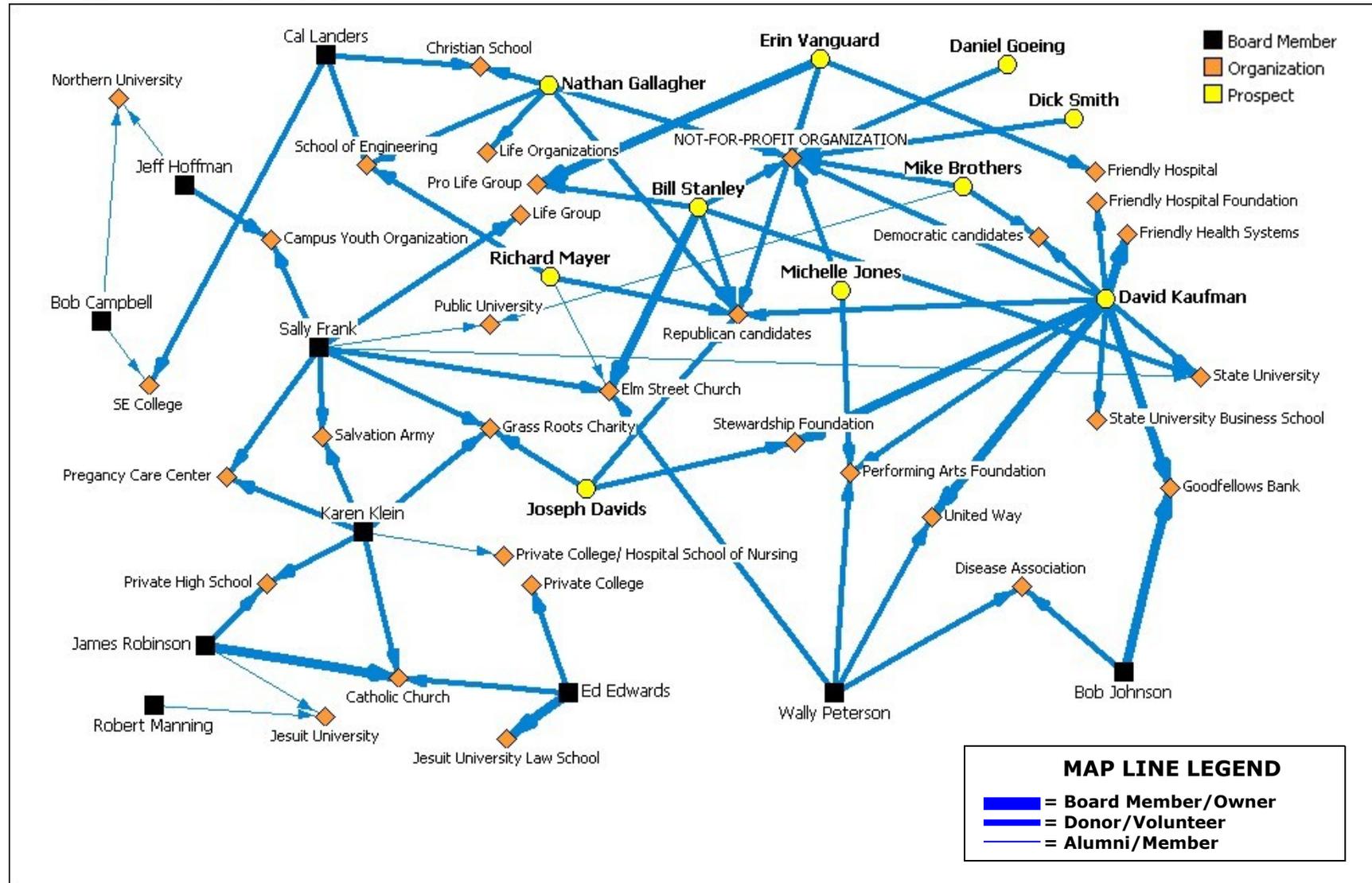
COMPREHENSIVE RELATIONSHIP MAP

Finally, we analyze all prospects on an aggregate level. The aggregate map tells us about the nature of the network. Through analysis of this map, we can draw three types of conclusions:

1. The natural groupings, or the networks of organizations or interests around which individuals cluster. In the previous relationship map sample, we have identified two clusters, faith-based organizations and health care. This means that board members and prospects have influence within these areas in the community.
2. The role of individuals within the network. Individuals are either at the core of the map, meaning they are well connected within this particular group of individuals and organizations and they have influence within that network, or they are at the periphery of the map, meaning they are less connected in these circles, but may represent important influence and connections to other circles beyond those in the map.
3. Identification of thought leaders. Thought leaders are individuals or organizations which represent key connection points within the network. They have the greatest number of connections to people within the map, and they have the broadest reach within the map. In other words, they represent the best means to reach every other person in the social network.

The following map shows our prospect, David Kaufmann, and his place in the community network.

SAMPLE COMPREHENSIVE MAP



SAMPLE RELATIONSHIP MAP ANALYSIS

David Kaufman – Mr. Kaufman, as a prospect, is high on the list of key thought leaders in the community. He clearly reaches beyond his own sphere within the health care sector. He also lies in close proximity to the education sector of the map. There is only one direct connection to the Not-For-Profits board, through Bob Johnson at Goodfellows Bank. This is, however, a strong connection.

The Comprehensive map clearly shows that the board members on the left hand side of the map are well connected with each other and the prospects on the right hand side of the map are well connected to each other. Unfortunately, there are few close proximity connections from the board members to the prospects. Medium weight connections are usually check writing/donation connections and not necessarily personal relationships.

Joseph Davids – Mr. Davids is another prospect that has close proximity connections to board members Karen Klein and Sally Frank through his primary charity – Grass Roots in the faith based sector. Mr. Davids is connected to the Stewardship Foundation, as is Mr. Kaufman. Both prospects are prime candidates who could be cultivated to support a grant from the Stewardship Foundation for the Not-For-Profit Organization.

Through analysis, we have identified two distinct clusters within this community: Faith-based organizations and health care organizations. Non-Profit Organizations' existing relationships (current board members) tend to cluster on the faith-based side of the map, while its prospects tend to cluster on the health care side of the map. This suggests that Non-Profit Organization will need to prioritize the cultivation of those prospects that reside at the center of the map, where the sectors overlap, and can use these connections to begin moving toward cultivating prospects that have a greater interest in health care. Mr. Kaufman is also a high priority prospect because of the strength and number of his relationships in the community.

SAMPLE COMPREHENSIVE MAP SHOWING SECTOR GROUPINGS

