



## PROSPECTING FOR GOLD LTD. Wealth Intelligence Services™

### The Hidden Millionaire Donor Research Project

How many millionaires<sup>1</sup> are hiding on your donors and supporter lists?

For 20 years Prospecting for Gold has been researching the UK's wealthy and affluent donors, creating the UK's largest supporter screening databases of almost 900,000 people. In the last three years, with our partners like Action Planning, we have screened 230 not for profit organisation databases finding the hidden wealth and gold amongst their supporters.

Our factual data on individual wealth means that we are in an ideal position to carry out a national survey of the top 500 fundraising organisations to discover:

- How many millionaires give to charities and not for profit organisations?
- How many give to more than one cause; if so how many?
- Which types of causes attract the most millionaires?
- How many potential legators are lying unseen amongst your supporters; small donors now but with assets to leave in their will?

It offers you a unique insight into donors, audiences, alumni, and supporters etc. providing the first national **factual** survey of how many millionaires are giving to charities and not for profit organisations.

### The Research Project

We plan to survey the top 500 largest fundraising organisations by December 2011 providing each with:

- An individual two page summary of how many millionaire donors and legators you have, broken down by age, wealth band, company directors, house value and other variables. This is completely free and should offer ways to make your fundraising strategy more cost effective.
- At the end of the project we will publish our findings of how many millionaires are giving to charity as part of our Wealth Intelligence Digest Report Series by charity sector.
- Each participant will receive advance copies of the report but we will not be identifying individual organisations so it will be completely anonymous and there is no fear of getting into a ranking competition. However you will have valuable benchmarks for planning future fundraising campaigns.

In return for this **free** market intelligence, all you need to do is join this unique research project today and help the whole sector find out more about the importance of wealthy and affluent people giving in the UK.

### How to take part

In the first instance you will probably have a few questions so contact Gareth Thomas, Research Co-ordinator, at Prospecting for Gold (Tel 07890 590589) or Kerry Rock at Action Planning (020 8661 8054), if you are one of their clients. They will talk you through these simple steps to taking part:

- We will send you a Data Security Agreement so you know your data will be kept confidential.

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<sup>1</sup> Millionaires are defined as people with estimated net assets of over £1,000,000 after their first home.

- You then send us securely your supporter file. (If your database has been screened by another prospect research firm, flag those already identified so we can tell you how many new wealthy names we find.)
- We will screen your database and email you a two page Free Data Summary from the Wealth Intelligence Database and Legacy Prospect Database within 2-3 weeks.
- Once you have the results we can help you interpret the data with a conference call or one of our free half day consultancy sessions.

**By joining the Hidden Millionaire Donor Project you will discover information about your supporters. It may well help shape your plans for:**

- major donor fundraising
- donor development
- legacy marketing
- trust fundraising
- corporate giving, sponsorship and partnerships

Certainly it should help save fundraising budget and reinvest it with supporters who have the most potential to give bigger donations. Hoping you can join The Hidden Millionaire Donor Project

Yours sincerely

Andrew M Thomas

Founder,  
Prospecting for Gold