



New Names Summary

We can help organisations find prospects for a forthcoming capital appeal, event or major donor campaign by selecting names from the Wealth Intelligence Database. You define the criteria, which may include interests, keywords, estimated wealth and location, which we then interpret to find suitable names to meet the brief.

Using these key terms we can then research and provide a summary of a minimum of 50 potential major donors.

Using this summary, you can then either:

- Research the individuals more closely for potential links and likelihood of becoming a supporter of your cause.
- Upgrade to a New Name to a Standard Profile to provide further information on specific individuals.

The level of detail that we provide is shown below (note: all details are fictional and are intended to show the nature of information provided)

Example New Name

Name: Mr Fred Smith

Wealth Band: B: £10m-£50m

Age: 65

Home Address: Marton Manor, Highford, Wiltshire SN38 0AA

Business Name: Smith and Sons Ltd

Reason for inclusion: Former Sunday Times Rich List entrant - family company that owns a meat packing company in the area.