

# WHICH OF YOUR DONORS DO NOT HAVE CHILDREN?

A Data-Driven Solution for Planned Giving Professionals

# BETTER TARGETING

LEADS TO  
BETTER RESULTS &  
MORE FREE TIME

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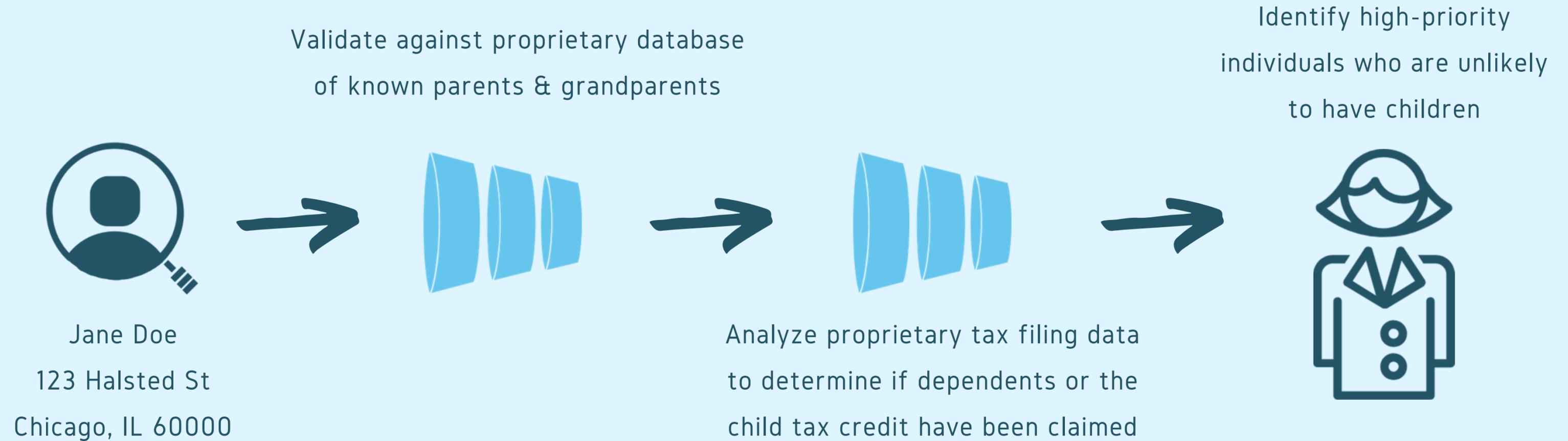
Let technology and data do the time-consuming part.

Leveraging actual individual tax filing data, combined with census information and other proprietary data sources, TouchPoints analyzes your donor database and identifies which of your donors are unlikely to have ever had children.

These individuals can be prioritized and assigned to the Planned Giving or Estate Gifts professionals in your organization, freeing them from hours of research and guessing, and allowing them to do their actual job - creating and maintaining deep, engaged, personal relationships with some of your most valuable potential donors.

# HOW DOES IT WORK?

## DATA SCIENCE + PROPRIETARY DATA





# CASE STUDY

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## FINDING THE BEST TARGETS

A U.S. nonprofit focused on ending childhood hunger partnered with TouchPoints to identify which of their donors were unlikely to have children or grandchildren so its planned giving team could prioritize building deep relationships with these high-value donors.

After analyzing 100,000 of their existing donors, TouchPoints identified the approximately 3% of donors who were the most likely to be interested in estate gifting so they could be assigned to the planned giving team and prioritized for high-touch engagement and cultivation.

The organization calculated that this process resulted in savings of thousands of hours of manual research time that would have otherwise required at least three full time associate positions.



## PRICING

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### ESTATE & PLANNED GIFTS MAKE A SIGNIFICANT IMPACT

For only \$0.25 per record, TouchPoints will analyze your donor records using our proprietary tax filing data to determine exactly which donors should be prioritized for estate and planned giving cultivation.

Minimum engagement of \$5,000. Payment plans available.

**LET'S WORK  
TOGETHER!**

**CONTACT US**

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