RainMaker

A database created specifically for fundraising organizations to:

- Identify new high, net-worth prospective donors;
- Identify high net-worth small donors, within an organization's database, who are currently unrecognized;
- Identify social status and family interests of donors and prospects;
- Apply data analytics to generate additional donations;
- Expand an organization's donor database;
- Build a robust relationship between donors, prospective donors and fundraising staff; and,
- Find relationships between donors and other high net-worth individuals.

Included with this database is a simple, user-friendly program called RainMaker Data, with point-and-click technology that enables users to easily access detailed information on these affluent individuals.

RainMaker Data provides detailed profile information with valuable links and specialized search engines displaying highly detailed information on prospective or current donors that match RainMaker's database. Information, such as demographic information, lists of specific political donations, IRS 990 forms for family foundations and SEC insider transactions are included and easily accessible.

In addition, RainMaker Data will analyze the matches in the aggregate, graph levels of assets and highlight potential opportunities. The information you receive is automatically updated, keeping you current on the latest news about your top prospects. This information is available from any location, 24 hours a day, 7 days a week and on various computers at the same time. Plus, you can link to it from any lead management system.

For organizations with headquarters and regional offices, RainMaker Data can screen and profile an unlimited number of prospects and donors.

For consultants, RainMaker Data is available on an individual subscriber basis. The same information and access are provided, but the program is designed to screen and profile smaller numbers of individuals and a specific geographic area.

The database was recently upgraded and now offers over 4.1 million IP address matches, reaching a population of 11.6 million Americans that is available for programmatic digital marketing at a significantly lower cost than regular mail or telemarketing. Both are available for a low, fixed annual fee, which, in most cases, is a small percentage of the cost of using a research company.

See for yourself

RainMaker welcomes the opportunity to demonstrate our RainMaker Data by offering a free profile screening of your current donors or prospects (10,000 maximum). When you see the results of your donors' profiles, you'll be amazed.