

# RainMaker

## Political

A database created specifically for political outreach efforts and fundraising campaigns to:

- Identify new high, net-worth prospective donors and activists;
- Identify high net-worth individuals within an organization's database that only donate minimal amounts and are currently unrealized;
- Identify prospects' social status, politics, passions and family interests;
- Apply data analytics to generate additional prospects, creating previously unseen opportunities for donations;
- Expand the organization's donor database
- Build a tight-knit relationship between the organization's fundraisers, organizers and the candidate with its donors, supporters and volunteers; and,
- Find unknown 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 access detailed information on our affluent individuals.

RainMaker Data provides detailed profile information on prospective or current donors that match Rainmaker's database. Data, such as demographic information (e.g., age, sex, race, educational level, marital status, location and more), lists of specific, private political donations going back over 10 years, and SEC insider transactions are included and easily accessible.

Furthermore, RainMaker's software will analyze the matches in the aggregate, graph levels of assets and highlight potential opportunities. The information received 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 from various computers at the same time. Plus you can link to it from any lead management system.

For campaigns 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 specific geographic areas.

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 a current donor, supporter and volunteer list (10,000 records maximum). When you see the results of your donors' profiles, you'll be amazed.