



# Demographic Donor Scan

Do you want to connect with your donors and prospects on a deeper level? The Alford Group would like to partner with you to understand your donors, pinpoint what they care about, learn what makes them tick, and amplify your relationships with those who care about your organization.

Leveraging DonorSearch’s consumer demographics, The Alford Group will help you prepare your data to be run through a DonorSearch append comparing against over 400+ consumer demographic identifiers that will help you with acquisition, marketing and communication efforts. In addition to receiving the full dataset, The Alford Group will prepare findings and trends and provide recommendations.

## What We Look For

### Geographics

- Country
- State
- City
- Area

### Demographics

- Age
- Ethnicity
- Education
- Income

### Psychographics

- Lifestyle
- Interests
- Values
- Hobbies

### Behavioral

- Philanthropic inclination
- Occupation
- Life stage

## Up Your Fundraising Game

### Communicate

Communicate and market based on consumer behaviors, preferences and interest areas.

### Prioritize

Prioritize portfolio assignments and ensure portfolios are equitable.

### Achieve

Achieve visibility into the diversity (or lack thereof) of your donor pool.

### Devise

Devise tailored cultivation and stewardship strategies for engagement of donors and prospects.

## Contact:

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