

GC Wealth

GIVECAMPUS

Grow and sustain a strong major gifts program with integrated wealth data

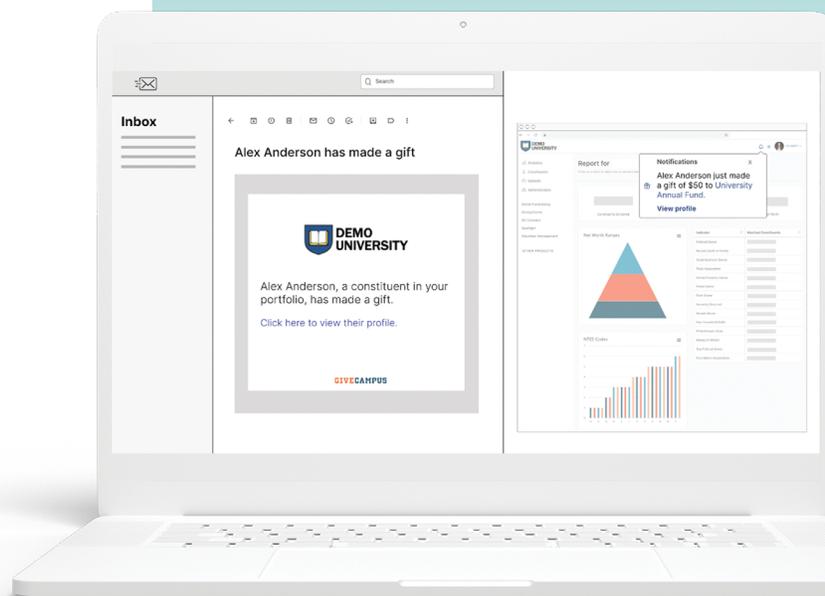
Traditional wealth screening solutions leave a lot of room for interpretation, often providing a fuzzy picture of capacity and leaving development teams wondering what to do with the data. GiveCampus takes the most accurate and reliable wealth data available and surfaces opportunities that are immediately actionable.



Wealth data you can trust

The GiveCampus screening solution, powered by Windfall, uses the most accurate, precise, and reliable wealth data in the industry. With a proprietary net-worth modeling methodology and coverage of over 100M U.S. households, you can feel confident knowing your intel is rock solid.

- **A 98% match rate**
Stop wasting time on vague matches that lead to dead ends.
- **Precise net-worth estimates**
Pinpoint which constituents to prioritize—no more upper limits or broad ranges.
- **Weekly data refreshes**
Never miss a key window of opportunity because of stale data.
- **Unlimited records and updates**
Stop making tradeoffs between budget and portfolio visibility.
- **A complete picture**
Strategize better with intel on more than 30 attributes beyond just net worth—including philanthropic and political activity, business ownership, and associated trusts.



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Beyond wealth screening

Accurate information is the foundation of effective prospect research, but it all comes down to what you do with the data. GiveCampus translates wealth data into actionable opportunities, making it easy for teams of all sizes to grow their major gifts pipeline.

- **Uncover hidden gems**
Automatically screen every donor who makes an online gift of any size and get real-time alerts when high-net-worth individuals are identified.
- **Build meaningful connections**
Enrich constituent data and improve segmentation for greater personalization.
- **Maximize travel and events**
Easily build and share lists for gift officer travel using filters based on precise location, capacity, and other attributes.
- **Strategize your asks**
Understand the causes donors care about and align giving opportunities to their goals.
- **Never miss a window of opportunity**
Configure trigger-based alerts that notify your team of liquidity events, significant life changes, and other time-sensitive opportunities.
- **Optimize portfolio strategy**
Visualize changes in your portfolio and determine where to prioritize cultivation efforts.



Luke Gorman
Director of Annual Giving and Operations

"We would not have acquired these donors or known about their significant philanthropic potential without GiveCampus. **The platform connected the dots for us in real time**, putting us in a position to engage and steward them at a deeper, more meaningful level."

About GiveCampus

GiveCampus is the world's leading digital fundraising platform for education. Trusted by more than 1,000 colleges, universities, K-12 schools, and millions of donors, our mission is to advance the quality, the affordability, and the accessibility of education. We provide software, services, and expertise that help schools raise more money, from more people, at a fraction of the cost of other fundraising methods.



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