



Now all Kintera Sphere CRM users can experience a revolutionary way to target their audience and improve direct response campaign ROI. LiquidScore is a powerful wealth score that's been added to all constituent records housed in Kintera Sphere CRM and to the filtering options in the Sphere Segmentation tool.

As the number one provider of wealth screening and analytics, Kintera is proud to introduce a simplified and proven scoring system to our broader client base at no additional cost. LiquidScore highlights include:

- Simple constituent scoring system for better targeting
- Reliable and accurate data based on liquid assets
- Maximum (or higher) return on all your direct response campaigns
- Integrated communications and personalization tools

Kintera provides innovative software solutions to help organizations deliver The Giving Experience™ to donors online - including giving convenience, financial transparency, feedback about the social impact of their gifts, and a sense of belonging and appreciation.

www.kintera.com

POWERFUL DATA EMBEDDED IN SPHERE CRM

Easy to Interpret and Apply

A simple low, medium or high wealth score is automatically displayed in all constituent records in Sphere. You can then query and segment your records in Sphere according to wealth score to personalize your ask amounts or prioritize your lists. Use Kintera Sphere's integrated direct mail and e-mail tools with LiquidScore or, if you are working with a direct mail vendor, you can easily export your data.

Solid Methodology

Traditional screening services focus on individuals with tangible assets, increasing the risk of false-positives like the "land rich and cash poor." LiquidScore's exclusive scoring system is based on actual liquid financial assets which are considered by many experts to be one of the most reliable capacity indicators. LiquidScore will match more than 90% of all your records containing a valid non-business address.

Increased ROI

Increases Direct Response ROI – Giving history data isn't always available. Direct mail packages are costly and so are traditional screening and appending services. LiquidScore can help improve direct response fundraising, allowing you to reach the right prospects with the right message or ask amounts. **Improves Event Fundraising** – LiquidScore can help you increase the long-term value of your event participants and donors by enabling you to segment them as they enter your database. This allows you to introduce a higher level of messaging earlier in the relationship where appropriate and refine strategic planning for your future events, special mailings, and other stewardship efforts. **Prequalifies for Major Gift Prospecting** – LiquidScore can be used to pre-qualify constituents for additional in-depth wealth screenings, thus lowering your total screening costs. If you are considering conducting an in-depth wealth screening, Kintera offers a range of industry-leading solutions to fit all budgets, whether you're a small organization or large institution.

Unprecedented Convenience

Many organizations recognize the value of data analytics and targeting but are daunted by the costs and process of porting data across multiple systems. Your LiquidScore data lives with other online and offline constituent data you collected in Sphere's integrated platform. And it works seamlessly with personalization tools included with CMS, E-mail, Direct Mail, and Thon. Since Sphere is Web-based, scores are updated regularly, and then automatically appended to each new constituent record.

The screenshot shows the 'Individuals - Jason Smithers' profile page. At the top, there are navigation links: Send Email, Outlook Sync, Matching Gifts, PIN Screening, PIN Profile Summary, and Resume. Below these are tabs for Summary, Profile, Financial, Interactions, Relationships, PIN Profile, and Record Management. Under the Profile tab, there are sub-tabs: Profile Highlights, Personal, Addresses, Resume, Custom Fields, Constituencies, Segmentation, LiquidScore, and Salutations. The 'LiquidScore - Jason Smithers' section is highlighted, showing a 'LiquidScore' of 'High'. A 'Help' icon is next to the score. Below this, there is an 'About LiquidScore' section with text explaining that the score is based on liquid financial assets and that a 'High' score indicates a high giving capacity.

LiquidScore is based upon liquid financial assets and serves as an initial indicator with regard to wealth and giving capacity in terms of direct response. LiquidScore may also serve as a prequalification for further prospect research or wealth screening.