

**Echelon Prospect Rating System™**  
*Available Exclusively Through Kintera*

**What enables a person to make a large gift?**

Most fundraisers recognize that a person's income, tangible assets (such as home or cars), and lifestyle preferences are unreliable indicators. What really matters most is the possession of liquid financial assets to fund a significant contribution.

Despite this obvious fact, wealth rating services continue to focus on measures (or estimates) of lifestyle, income, home value, and depreciating assets like cars. Why? Because there's been nothing better available, until now.

Introducing Echelon Power Segments, a Prospect Rating System based on factored wealth scores available only to Echelon Marketing from IXI™ Corporation. As a division of IXI Corporation, Echelon Marketing has access to the nation's only source of anonymous detailed asset information – over \$19 trillion in investable assets – the total assets held by all U.S. households. Echelon Power Segments enable fundraisers to uncover prospects that likely have the disposable assets necessary to support a large contribution. Echelon Power Segments are also a valuable tool for increasing annual support, identifying planned-giving prospects, and broadening your pool of major-gift and campaign prospects.

Kintera is delighted to offer this extraordinary new service through PIN Electronic Screening®. Based on previous analyses, we are confident that we can match over 90% of your prospect database and place each prospect into one of the Echelon Power Segments (shown at right).

In fact, our analysis has shown that just 20% of all U.S. households comprise over 50% of all donors, and provide over 90% of all donations.

**ECHELON**  
**MARKETING GROUP™**

**ECHELON POWER SEGMENTS**  
**18-Tier Prospect Classification System**

Echelon Power Segments	Average Investible Assets*	Percent of U.S. HH's in Segment
<b>AGE GROUP: OLDER</b>		
1	\$2,500,000+	0.4%
3	\$1,247,000	0.8%
5	\$781,000	1.4%
9	\$257,000	5.2%
11	\$77,000	5.2%
16	\$31,000	8.7%
<b>AGE GROUP: MID-CAREER</b>		
2	\$1,558,000	0.5%
4	\$824,000	0.7%
6	\$705,000	2.0%
8	\$417,000	3.6%
10	\$184,000	8.7%
12	\$77,000	10.4%
14	\$44,000	17.6%
15	\$36,000	12.9%
<b>AGE GROUP: YOUNGER</b>		
7	\$786,000	0.2%
13	\$99,000	6.8%
17	\$12,000	10.0%
18	\$28,000	5.0%
<b>U.S. Total</b>		<b>100.0%</b>

\*Multi-sourced IXI research

**QUALITY INGREDIENTS = QUALITY RESULTS™**

> continue



## Echelon Prospect Rating System, continued.

What makes Echelon Power Segments the right choice?

### A Wealth of Data

#### A Rich Palette of Data

Since 1994, IXI Corporation has collaborated with leading U.S. financial institutions to build and maintain a unique marketing database that anonymously measures aggregate financial assets held by the American public. As a division of IXI Corporation, Echelon Marketing uses factored scores based on this unique data resource and then adds a range of household behavioral and demographic data in order to create the 18 Echelon Power Segments. Virtually every U.S. household can receive an Echelon Power Rating™.

#### Current Knowledge

Echelon Power Ratings are responsive to market changes like no other data source. Licensees of Echelon Power Segments benefit from annual updates to the data they purchase.

### Easy to Use

#### Easy to Interpret & Apply

For fundraisers, Kintera applies the Echelon Prospect Rating System to divide a prospect database into 18 distinct market segments, known as Echelon Power Segments, thereby enabling organizations to develop and focus appropriate fund-raising campaigns geared to the financial capacities of the individuals in each segment.

#### Targeting Power From Day One

The Echelon Prospect Rating System shows you which donors are most likely to possess the financial means to make significant donations. Once Echelon Power Ratings are added to your prospect list, you will immediately see how to rank prospects and classify them into distinct groups for varying treatment.

### Easy To Integrate

Echelon Power Ratings can be integrated into P!N Electronic Screening software. It can also be easily imported into your existing fundraising software.

### High Match Rate

On average, Kintera classifies over 90% of prospects into one of the 18 Echelon Power Segments.

### It Works

#### Market-Accepted Data

Echelon Marketing's products are used by some of the largest firms in the U.S. for strategic and marketing purposes, such as market analysis, customer segmentation, and prospect targeting. Their client list has grown steadily and continues to expand, a testament to the exceptional quality of their databases.

#### Proven Effectiveness

The Echelon Prospect Rating System has demonstrated the ability to separate prospects into highly differentiated groups by giving levels. By segmenting a sample prospect group into the 18 Echelon Power Segments, a recent analysis revealed that just 10% of donors provided over 50% of all donations. Kintera welcomes the opportunity to demonstrate these powers using your own data.

#### Protection of Consumer Privacy

To ensure that standards for protection of consumer privacy are adhered to in all aspects of its work, Echelon Marketing requires that all data used in the creation of the Echelon Prospect Rating System are either aggregated at the ZIP+4 level or derived from public-record or self-reported databases.

#### Privacy Note

IXI and Echelon Marketing, a division of IXI, protect the privacy of their clients and their customers. To ensure privacy, data on invested assets are aggregated at the ZIP+4 level and no personal identification information is included. The material presented is based upon information that IXI considers reliable, but IXI does not represent that it is accurate and complete. No person should consider IXI's distribution of this material as making any representation or warranty with respect to such material and should not rely upon it as such. COPYRIGHT NOTICE. Copyright © 2005 IXI Corporation, 6845 Elm Street, Suite 400, McLean, VA 22101 U.S.A. All rights reserved. TRADEMARKS: IXI, Echelon Marketing Group, Echelon Prospect Rating System, Echelon Power Segments, Echelon Power Ratings, Discretionary Spending Power, DSP, Discretionary Spending Index, DSI, and Affluence Alliance are trademarks of IXI Corporation. All other trademarks mentioned herein are the property of their respective owners.

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