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SAMPLE

# Executive Summary

The engagement with the THE UNIVERSITY had the overall aim of improving the prospect pipeline, infrastructure and capabilities to focus, prioritize and pursue major gift solicitations.

## Strengths

- A strong legacy and established brand
- A strong annual fund program established for outreach
- A well-executed and managed donor and prospect database
- A committed team of professionals open to change
- A long history of wealth screening prospects at frequent intervals

## Challenges

- A capable but disengaged prospect population
- Lack of a stable and consistent prospect pipeline
- Manual data entry and decentralized information gathering

Based on these characteristics, the engagement was designed to assess, provide tools and infrastructure to enable the THE UNIVERSITY to quickly respond to the need for major gifts and quickly develop a new pipeline.

An overall program assessment of prospecting and pipeline development was aimed at:

- Defining and integrating prospect development, identification and management
- Determining the best use cases for the years of accumulated wealth screening data
- Designing and implementing automated reporting options for gift tables and portfolio management
- Creating a tailored interest and linkage algorithm to help score and prioritize patients and extend that through an automated calculation tool

## Conclusion

THE UNIVERSITY'S program has, through the term of this engagement, shown that it has many of the key elements of a systemic and durable approach to major gifts prospect management, research and pipeline development. Given the department's resources, building a program that matches component for component of peer programs is not necessarily an achievable goal. However, by adjusting features in a few key areas and adopting some new methods likely will position the fundraising team well for major gifts development in the future.

## Questions and Concerns

If you should have any questions on any of the recommendations or suggestions contained within the following pages, please direct your questions to either:

# Enhancements to Wealth Screening Processing

The results of THE UNIVERSITY'S 2015 wealth screening look very promising. The issue seems to be that, although there are many constituents that have been identified as financially qualified, there are several factors that are keeping these constituents from being viable prospects. Those issues appear to be as follows:

- 1) The presentation of prospects for assignment is not optimal. Prospects may be presented as part of a list with little context other than their wealth indicators.
- 2) The rating supplied by Blackbaud, although verified, isn't completely trustworthy.
- 3) There are too many prospects with high capacity but little linkage/interest, to the point it is difficult to prioritize.

In addition, analysis of the ResearchPoint database concludes that there are segments of the 2015 wealth screening that were not given a 'Confirmed Assets' rating that qualified them for Major Gifts, but there are other indicators (such as giving, business ownership, multiple properties, etc.) that would suggest they should be Researched further.

## **Recommendation 1: Use the Interest/Linkage score to prioritize those ResearchPoint/Wealth Screening prospects who have been identified as having high capacity.**

CoreFocus has provided an automated tool that can compare large groups of prospects against data from THE UNIVERSITY Raiser's Edge database, as well as asset information from the wealth screening. By using a combination of wealth screening and Interest/Linkage data, you will be able to target the best prospects in the pool for assignment.

Screening the high capacity ResearchPoint list, which has already been developed and partially vetted, for Interest/Linkage may be the single most efficient way to prioritize prospects identified by the wealth screening. Without even needing to dig into a prospect record, Research and Major Gifts can determine which of the prospects identified through the screening are ripe for cultivation, and which may need further annual fund, events or marketing strategies applied before they are ready for a meeting with Advancement.

Make sure that all prospects who meet the capacity cutoff, combined with either a HIGH or MEDIUM Interest/Linkage score, are assigned to a Major Gift Portfolio. These will be your best prospects identified through the wealth screening.

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**Mr. Gerard Michael Anderson**

**Biographical Information**



<b>Constituent:</b>	Gerard M. Anderson	<b>Birthplace:</b>	Ohio
<b>Date of Birth:</b>	4/1958	<b>Est. Net Worth:</b>	\$33,000,000
<b>Age:</b>	58	<b>Capacity Rating:</b>	\$800,000
<b>Nickname:</b>	Gerry	<b>Religion:</b>	N/A
<b>Marital Status:</b>	Married		
<b>Spouse:</b>	Lizabeth Anderson		
<b>Date of Birth:</b>	12/1960		
<b>Maiden Name:</b>	Welly		
<b>Age:</b>	56		

**Biographical Summary**

Gerard M. Anderson is chairman and chief executive officer of DTE Energy (NYSE: DTE), a Detroit-based diversified energy company involved in the development and management of energy-related businesses and services nationwide. DTE Energy's operating units include an electric utility serving 2.2 million customers in Southeastern Michigan and a natural gas utility serving 1.2 million customers in Michigan. The DTE Energy portfolio also includes non-utility energy businesses focused on power and industrial projects, natural gas pipelines, gathering and storage, and energy marketing and trading. As one of Michigan's leading corporate citizens, DTE Energy is a force for growth and prosperity in the 450 Michigan communities it serves in a variety of ways, including philanthropy, volunteerism and economic progress. Anderson joined DTE Energy as vice president of non-utility business in 1993 and has held various senior executive leadership roles throughout the enterprise. In 2004, he was named president of DTE Energy and assumed the responsibilities of chief operating officer in 2005. He has been the architect and leader of the company's strategy to focus on cost and operational excellence in the utility business and to develop its non-regulated businesses. Anderson was named CEO of DTE Energy in 2010 and chairman in 2011.

Prior to joining DTE Energy, Anderson was a senior consultant at McKinsey & Co., an international management consulting firm, from 1988 to 1992 with a focus on the energy sector and financial institutions. In the mid 1980's, he was employed with an economic forecasting group, The Research Seminar in Quantitative Economics, and the U.S. Congressional Budget Office. Anderson also worked at R.T.K.L Associates, Inc. and The Collaborative, Inc., serving as an engineer and project manager from 1981 to 1985.

**Primary Business Information**

<b>Title:</b>	Chairman and CEO	<b>Industry:</b>	Energy
<b>Company:</b>	DTE Energy	NYSE: DTE	
<b>Address:</b>	One Energy Plaza Detroit, MI 48226		
<b>Phone:</b>	313-235-4000		
<b>Email:</b>			
<b>Fax:</b>			
<b>Website:</b>	www.dteenergy.com		

**Primary Business Notes**  
From [www.finance.yahoo.com](http://www.finance.yahoo.com):

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**Mr. Gerard Michael Anderson**

DTE Energy Company engages in the utility operations. The company's Electric segment is involved in the generation, purchase, distribution, and sale of electricity to approximately 2.2 million residential, commercial, and industrial customers in southeastern Michigan. It generates electricity through fossil-fuel, hydroelectric pumped storage, and nuclear plants, as well as wind and other renewable assets. This segment owns and operates approximately 676 distribution substations and 432,500 line transformers.

Its Gas segment engages in the purchase, storage, transportation, distribution, and sale of natural gas to approximately 1.2 million residential, commercial, and industrial customers in Michigan, as well as the sale of storage and transportation capacity. This segment has approximately 19,000 miles of distribution mains; 1,165,000 service pipelines; and 1,314,000 active meters, as well as owns approximately 2,000 miles of transmission pipelines.

The company's Gas Storage and Pipelines segment controls natural gas storage fields, and intrastate lateral and intrastate gathering pipeline systems, as well as has ownership interests in interstate pipelines serving the Midwest, Ontario, and northeast markets.

Its Power and Industrial Projects segment provides metallurgical coke; pulverized coal and petroleum coke to the steel, pulp and paper, and other industries; and power generation, steam and chilled water production, wastewater treatment, and compressed air supply to industrial customers. This segment also owns and operates 4 renewable generating plants with a capacity of 191 MWs; and 9 reduced emissions fuel facilities, as well as develops landfill gas recovery systems.

The company's Energy Trading segment focuses on physical and financial power, and gas marketing and trading; structured transactions; and optimization of contracted natural gas pipeline transportation and storage positions. DTE Energy Company was founded in 1995 and is based in Detroit, Michigan.

Key Executives include:

**Mr. Gerard M. Anderson**

Chairman, Chief Exec. Officer and Chairman of Internal Risk Management Committee

**Mr. Gerardo Norcia**

Pres and Chief Operating Officer

**Mr. Peter B. Oleksiak**

Chief Financial Officer, Sr. VP and Member of Internal Risk Management Committee

**Mr. David E. Meador**

Vice Chairman, Chief Admin. Officer and Member of Internal Risk Management Committee

**Ms. Angela Buk**

Chief Investment Officer

**Home Address(es)**

**Address**

191 Orchard Hills Court  
Ann Arbor, MI 48104

**Type**

Home

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**Mr. Gerard Michael Anderson**

18113 North Shore Estates Road      Vacation  
Spring Lake, MI 49456

**Education**

<u>School</u>	<u>Degree</u>	<u>Graduation Year</u>
University of Notre Dame	B.S., Civil Engineering	1981
University of Michigan	M.B.A. and Master of Public Policy	1988

**Other Organization Affiliations**

<u>Position</u>	<u>Organization Name</u>
Board Member	The Andersons
Trustee	The Nature Conservancy, Michigan Chapter
Vice Chairman	The Henry Ford
Trustee	The McGregor Fund
Member	Business Leaders for Michigan
Trustee	The Community Foundation for Southeast Michigan
Member, Exec. Cmte.	Downtown Detroit Partnership
Trustee	West Michigan Policy Forum
Chairman	Edison Electric Institute Committee on Environment
Former Trustee	Michigan Thanksgiving Day Parade Foundation
Former Trustee	Michigan Greenways Initiative
Board Member	Endeavor Detroit

**Individual Relationships**

<u>Name</u>	<u>Age</u>	<u>Relationship</u>
Lizabeth Anderson	56	Spouse

Lizabeth Anderson maintains a hunting and fishing license in Alaska.

<u>Name</u>	<u>Age</u>	<u>Relationship</u>
Evan Patrick Anderson	27	Son

Evan is a Business Analyst at McKinsey and Co, where he started in 2016. Prior to that he worked for the City of South Bend, IN; Rock Ventures; and DTE Energy. He graduated from the University of Notre Dame in 2016 with a B.B.A. in Finance.

<u>Name</u>	<u>Age</u>	<u>Relationship</u>
Shane Michael Anderson	20	Son

**Financial Information**

**Assets**

<u>Asset Type</u>	<u>Amount</u>	<u>Date Assessed</u>	<u>Notes</u>
Real Estate	\$987,000	2016	The Andersons own their Ann Arbor, MI home.
Real Estate	\$1.75 million	2010	The Andersons purchased their Spring Lake, MI in 2010 and transferred its ownership confidentially into a trust in 2012.