

DonorScape Guide to Ratings

Gift Capacity Rating

DonorScape’s Gift Capacity Rating is defined as an individual's capacity to make a gift over five years to their favorite institution. The rating may change when Match Accuracy is adjusted, prospect information is manually updated, or records are rescreened for updated information from our data sources.

TIP: Search for prospects with a Gift Capacity Rating of \$100,000 or more at the Exact and Near Match Accuracy level as a recommended starting point.

Gift Capacity Rating	Gift Capacity Estimate
1	More than \$10 Million
2	\$1 million to \$10 million
3	\$250,000 to \$999,999
4	\$100,000 to \$249,999
5	\$25,000 to \$99,999
6	\$10,000 to \$24,999
7	\$2,500 to \$9,999
8	Less than \$2,500
9	Insufficient Public Wealth Data

Major Gift Rating

This rating indicates a prospect’s likelihood to make a major gift commitment. It does not suggest any specific dollar value, rather a stronger or weaker affinity for your organization relative to the other members of your prospect pool. Many of the households with a Major Gift rating of A will be known to you already as significant past givers. The B and C-rated prospects, however, are excellent prospects for deeper relationship building in hopes of future major gifts.

TIP: Search for prospects with Major Gift Ratings A or B with a Gift Capacity Rating of \$100,000+ to get a list of top prospects for near-term major gifts.

Major Gift Rating		
A	0.5%	Strongest ↓ Weakest
B	1.5%	
C	3%	
D	10%	
E	85%	

Annual Giving Rating

This rating identifies the best prospects to target for an annual giving effort. The Annual Giving Rating combines the largest gift made to your organization with demographic data, lifetime giving history, and relationship or affiliation data to create a suggested yearly giving level.

Tip: Search for prospects with top Annual Giving Ratings and Major Gift Ratings B or C to help create an annual giving leadership pool to fuel your major gifts pipeline.

Annual Giving Rating	Potential Gift Range
1	\$5,000+
2	\$2,500 to \$4,999
3	\$1,000 to \$2,499
4	\$500 to \$999
5	\$100 to \$499
6	Up to \$100

Planned Giving Rating

This rating identifies prospects with strong capacity and disposition for a bequest or other deferred gift by evaluating age, lifestyle characteristics, and lifetime giving. Individuals rated Primary, Secondary, and Tertiary represent the best targets for deferred giving solicitation.

Tip: Search for Planned Giving Ratings P or S and Major Gift Ratings B or C who are not under management by a major gifts officer to create new planned giving prospect pools.

Planned Giving Code	
P	Primary
S	Secondary
T	Tertiary
X	Non-Prospect

Propensity Rating

The Propensity Rating (PCR) indicates an overall likelihood to give. It is derived from data such as income, age, home market value, PRIZM segment, and a number of other demographic variables. The code was specifically designed to exclude giving for organizations that have prospects with no giving history but is customized to account for other client-supplied data that shows propensity to give.

TIP: Search for prospects with a top Propensity Ratings but low Major Gift Ratings to find new top prospects after you have exhausted your top Major Gift pool or to prioritize large population with no relationship history, such as new parents, ticket buyers, and patients.

Propensity Rating	
P1	Most Likely to Give ↓ Least Likely to Give
P2	
P3	
P4	
P5	
P6	
P7	

PRIZM® Segments

In March 2018, GG+A and DonorScape transitioned to the latest version of Claritas PRIZM called PRIZM Premier. If PRIZM segments were added to your DonorScape account prior to March 2018, they will be **PRIZM NE (New Edition)** segments, but PRIZM information added to your account after March 2018 will reflect the new **PRIZM Premier** segments.

The PRIZM Lifestyle Segmentation is today's most reliable and widely used consumer segmentation system. PRIZM provides highly accurate measures of socioeconomic standing, philanthropic tendency, and lifestyle indicators. PRIZM is used by national firms in marketing, financial services, and retailing to market their services to American consumers. There are more than 60 unique PRIZM segments, coded 1 through 66 (PRIZM NE) or 1 through 68 (PRIZM Premier). Generally speaking, segment 1 ("Upper Crust") is the most affluent, and as the segment number increases, the level of affluence decreases.

GG+A has identified 7 segments that most strongly correlate with philanthropic giving (PRIZM NE: 1, 2, 5, 6, 7, 9, and 10 or PRIZM Premier: 1, 3, 4, 7, 8, 9, 12).

TIP: Search for prospects with top PRIZM segments combined with top Annual Giving Ratings to establish possible pools for testing segmented communications with messaging targeted to specific PRIZM segments.

Top Philanthropic PRIZM® NE Segments (used prior to March 2018)		
01	Upper Crust	The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.
02	Blue Blood Estates	Blue Blood Estates is a family portrait of suburban wealth: a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals.
05	Country Squires	The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking.
06	Winner's Circle	Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses, and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show.
07	Money & Brains	The residents of Money & Brains seem to have it all: high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers, predominantly white with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots.
09	Big Fish, Small Pond	Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.
10	Second City Elite	There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets, and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.

Top Philanthropic PRIZM® Premier Segments (used after March 2018)		
01	Upper Crust	The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over \$100,000 a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars and frequently eating out and traveling.
03	Movers & Shakers	Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications and visits to business-oriented websites.
04	Young Digerati	Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars, from juice to coffee to microbrew. Many have chosen to start families while remaining in an urban environment.
07	Money & Brains	The residents of Money & Brains seem to have it all - high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots with expensive cars in the driveway.
08	Gray Power	Gray Power consists of upscale older couples typically living just beyond the nation's beltways. This segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment. They enjoy traveling and watching golf on television.
09	Big Fish, Small Pond	Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology.
12	Cruisin' to Retirement	With their children mostly grown and out of the house, these older couples are Cruisin' to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They vacation often, watch golf on television, and listen to talk radio.

To learn more about PRIZM® segments go to <https://claritas360.claritas.com/mybestsegments/>