



**DS Prospect Rating System  
Interpreting Your Results**

Your screening results are available in a spreadsheet that summarizes the rating values for your list of names. You will find color coded sections that deliver your screening results in descending order according to the **DS Prospect Rating System** as shown below:

<b>DS Rank</b>	The gold color is the distinctive mark of the DS Rating System in your screening results. All ratings highlighted in gold are exact matches to our one of our top three ratings and indicates that the results were assessed by a person after the computer processing
<b>DS1-1</b>	<b>DS1-1</b> Exact match as a donor giving <b>\$5,000</b> or more to a nonprofit or political organization found in our giving history archive. <b>The donor's name and the giving history have been verified through a vetting/assessment process yielding an 80%-90% accuracy rate. Other screening processes yield only a 65%-70% accuracy rating.</b>
<b>DS1-2</b>	<b>DS1-2</b> Exact match to exceptional markers of wealth: Lexis Nexis real estate of \$2 million+, D&B business executives at firms with revenues of \$5 million+, Guidestar Foundation Trustees, SEC Insiders, Market Guide Executives, and philanthropy gifts of less than \$5,000. <b>The donor's name, wealth and giving history have likely been verified through a vetting/assessment process yielding 80%-90% accuracy rate. Although no exceptional philanthropy is found, development potential is strongly based on wealth.</b>
<b>DS1-3</b>	<b>DS1-3</b> Exact match to lower, but notable markers of wealth, including Lexis Nexis real estate holdings totaling \$1 million to \$2 million, D&B Business Executives at firms with revenues of \$1 million to \$5 million in revenues. <b>The donor's names are common and have likely been verified through the assessment process. Wealth markers may be assessed depending on the quality of the file results.</b>
<b>DS1-4</b>	<b>DS1-4</b> Exact matches to Lexis Nexis real estate holdings of \$500,000 to \$1 million. <b>(Donor is matched to "X number of real estate holdings." Totals will not exceed \$1 million.)</b>
<b>DS1-5</b>	<b>DS1-5</b> Exact / very likely matches to individuals giving elsewhere, but at levels less than \$5,000. <b>(Donor's name has been verified through the computerized process and donor is philanthropic at levels less than \$5,000.)</b>
<b>DS2</b>	<b>DS2</b> Possible / unconfirmed matches to key databases including foundation trustees, SEC Insiders, Market Guide executives, business executives. <b>(No notable markers of philanthropy or wealth are confirmed.)</b>
<b>DS3</b>	<b>DS3</b> - No noteworthy matches to giving history or wealth indicators. <b>(Refer to the extended analytics sheet to interpret further action with donors classified with a DS3 rating.)</b>

On the next page you will find the explanation of how a name is ranked based on the computerized wealth screening process and the assessment analysis conducted by the DonorSearch prospect research team.



The wealth search screening results default sorts are listed below:

1. Ascending based on Assessed and Un-assessed - Assessed independent of their ratings are at the top, un-assessed regardless of the rating follow.

2. Ascending based on DS score - DS1-1 are first, etc.

DS1-1 indicates high level of philanthropy

DS1-2 indicates extraordinary wealth

DS 1-3 indicates high wealth.

3. Descending based on the **column AV**, the low range of the largest gift found.

For **assessed records**, these are "Yes" assigned by people conducting the review.

For **un-assessed records**, these are the "Yes" assigned by the computer based on proximity, strength of the search fields (first, middle, spouse, etc.), and the uniqueness of the name.

4. Descending based on the column AU, high gift amount for the largest gift found.

5. Descending based on the real estate value.

Gold color in the DS rating column means the record was assessed (85%-90% accuracy) and was rated as DS1-1, 1-2 or 1-3.

Bright / dark blue highlights key elements from the philanthropic review (single largest gift range or trustee of a foundation).

Bright / dark green highlights key elements from the wealth review (real estate at \$2 mill+, exact SEC, exact D&B match at the \$5 million+ level)

When the DonorSearch Rating System is applied the screening results may reveal previously unknown wealth, a history of philanthropic giving, disclosure of useful associations and other strategic information.