



FoundationScreen: News

Princeton University Uses FoundationScreen to Pinpoint Billions in New Funding Opportunity

For Princeton University, pinpointing several hundred alumni who now work as Directors and Officers at 840 foundations throughout the United States is a high potential proposition. Especially when you consider that these philanthropy-minded individuals control over \$35 billion in foundation assets.

Princeton made this connection when it became the first-ever customer of FoundationScreen, a powerful new product from Metasoft Systems Inc., providers of BIG Online. The only service of its kind on the market, FoundationScreen compares donor and alumni lists to the names and addresses of over 390,000 Directors and Officers contained in FoundationSearch -- Metasoft's fully searchable database of all US and Canadian foundation form 990-PF and T3010 information.

"The beauty is that you can take large files and whittle them down to something that has a nice fine point on it and is good, valuable information," comments John Krisulewicz, Director of Development Research at Princeton University. "To be able to actually go through an index of over four million pages of Form 990s and pull out the names from either small or large foundations is something new."

Locating high value prospects is a challenging undertaking when your alumni and donor list exceeds 100,000 contacts. "It saved us the time and trouble of manually sifting through large numbers of names looking for those foundation connections."

Krisulewicz believes FoundationScreen is suitable for just about any non-profit with a large network of alumni or former donors - "anybody that really has a large database." In particular, he thinks that national and international non-profits and charities would be major beneficiaries.

How FoundationScreen Came to Be

FoundationScreen was developed in partnership/consultation with Princeton and stems directly from Krisulewicz's experience with FoundationSearch.

"It's a tremendous resource and we recognized the potential of using FoundationSearch to screen against our alumni database. So I approached Metasoft with the idea and it was really just a matter of working through the logistics and creatively thinking through the problem."

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When Metasoft first ran Princeton's results through its database, they received an 80% match accuracy rate. "They said to me, 'let's take that back and get it a little higher.' When they came back the match was 99%, which is great. I can now take that information and without a lot of extra scrutiny begin to transfer it into our database."

Krisulewicz says he was pleased with Metasoft's response. "The accuracy was high and that's what I wanted. We viewed this as pilot project to see if this was a viable product - and we certainly think it has merit. It found alumni who had foundation connections that we were previously unaware of."

Now that he's finished incorporating the FoundationScreen leads into Princeton's database, the next step for Krisulewicz is to leverage this intelligence to secure new funding.

"I like the product and it has a lot of potential. It's great to be able to run large groups of names and have good hits bubble to the top. That helps our organization work more efficiently, by providing us with a solid starting place for refining the information and formulating a strategy to approach potential donors."

BIG Picture: FoundationScreen is a powerful product for those organizations looking to access significant new funding opportunities from their existing alumni or donor databases.

For more information, call **1-888-638-2763** or contact [**screen@bigdatabase.com**](mailto:screen@bigdatabase.com)