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Datatel, WealthEngine.com team to help colleges track donors

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Datatel Inc., a provider of administrative and academic software systems, partnered with **WealthEngine.com**, a donor qualification and wealth identification provider, to share information about potential institution donors.

“Gone are the days when a college or university would wait two or more years to research donors, parents or alumni because of the expense and time it took to sort through the results,” said Tony Glowacki, president and CEO of Bethesda-based WealthEngine.

Under the three-year agreement, information gathered about potential donors can be augmented by information from private sources, says Jose Cabrera, director of business development for Fairfax-based Datatel, which serves 5 million students at more than 750 institutions worldwide.

Datatel lets clients know when and what parts of its alumni relations database should be screened for wealth identification.

Data is then imported back into Datatel’s software for access to users.

FindWealth takes donor and prospect lists and data mines them against more than 27 sources, including real estate, philanthropic and campaign gifts, corporate biographies, stock holdings and other hard asset databases. The records are sifted and segmented for specific fundraising campaigns so development officers know who to target first.

“When data comes back from WealthEngine, it’s pre-screened donor information that helps institutions determine how to best approach their campaigning goals for giving,” said Cabrera.