

# COMPREHENSIVE PROSPECT RESEARCH

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**A full service,  
global research firm**

**C**omprehensive **P**rospect **R**esearch is a leading information services firm. Since 1993, we have served more than 300 clients worldwide, 80 percent of which continue to work with the firm regularly. CPR's analysis has helped raised in excess of \$8 billion in annual and capital funds.

Our firm handles all types of research associated with fundraising, excelling in these areas:

1. Identifying upgrade potential of your prospects and lower level donors
2. Leveraging relationships of your key stakeholders
3. Providing in-depth analysis to close the largest gifts possible, particularly in campaign mode
4. Providing lists of new, highly qualified prospects

Here is what some of our clients have said about CPR:

“Our Foundation used the services of CPR for more than a decade. We would not have used CPR unless they consistently delivered. We are a bottom line organization when it comes to raising funds in a tough economy. CPR delivers solid, comprehensive and accurate research that substantially increased the funds secured by our Foundation as a direct result of their research.”

**John Salamone**

*National Executive Director and Chief Administrative Officer (Ret.),  
National Italian American Foundation*



CPR was the exclusive provider of research to the Chapin School for a \$78 million campaign that closed in 2½ years. Chapin's former Director of Development said this:

“We could not have achieved exceeding the goal of the largest campaign in the history of girls' independent schools without CPR. Your research armed our solicitors with the knowledge they

needed to match the giving opportunities to the donors' interest areas. Non-profits not using your firm lessen their chances of receiving the largest they can from each donor. Thank you CPR!”

**Vera Bullock**

*Assistant Dean of Advancement and Assistant Vice-President for  
External Relations, Fordham University Law School*



“We have worked with CPR for more than five years. We have found their work to be quick and accurate. They really excel at identifying new prospects for our various programs. The firm is good at ferreting out very useful and often, elusive wealth indicators, as well as presenting the information in a very usable format. We encourage other non-profits to try CPR's services.”

**Michael Seeley**

*Executive Director of Development and Senior Associate Dean for  
Development, Case Western Reserve University School of Medicine*

**A few of our leading clients include:**

American Cancer Society  
Anti-Defamation League  
Bank Street College  
Barnard College  
Case Western Reserve University School of Medicine  
Central Park Conservancy  
Changing Our World  
Chapin School  
Collegiate School  
Greenwich Hospital  
ICDDR,B/Cholera Hospital  
Library of Congress  
Manhattan School of Music  
March of Dimes  
National Italian American Foundation  
Nature Conservancy  
Ronald McDonald House of New York City  
Save the Children

