

COMPREHENSIVE PROSPECT RESEARCH

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COMPREHENSIVE PROSPECT RESEARCH

Only the strongest reach the top

**C**omprehensive **P**rospect **R**esearch is a full-service business development and fundraising firm. Since 1993, we've served more than 200 clients worldwide, 85% of which continue to work with the firm regularly. Every day, CPR demonstrates it is the best prospect research firm.

Our business helps non-profits improve their bottom line. Because we eliminate waste and help you find new prospects, our clients achieve all that they're capable.

Recent accomplishments that prove CPR's value include:

- We helped Ronald McDonald House of NYC raise \$2 million for an event, during a spring season in which many events are being cancelled.
- We helped the Chapin School in Manhattan finish a campaign in record time - \$75 million in two years.

Our staff is comprised of strategic thinkers who specialize in research to close gifts and sales. Our comprehensive approach:

- Develops new business
- Proves the right ask amount
- Maximizes the return on your investment
- Plans for the future

**Some of our services include:**

#### LEADERSHIP DEVELOPMENT

We ***make connections you didn't know you had*** by identifying and analyzing your board's best contacts. We also identify highly qualified board, gift, and honoree prospects.

#### MAJOR GIFTS

***The more focused you are, the better.*** Strategic research helps you find, and prioritize, your best prospects most cost effectively.

#### CAMPAIGNS

***CPR is highly qualified to handle every phase of research.*** Our disciplined approach to electronic screenings and gift pyramids consistently produces outstanding results.

Now more than ever, only the best resources will get the job done.

At, CPR we assume nothing and prove everything. As we like to say: "It's not rocket science: It's **funding** for rocket science!"

**Some of our global clients include:**

American Cancer Society

Aspen Valley Medical Foundation

Boston Symphony Orchestra

Boston University

Brunswick School

The Chapin School

China Institute

Greenwich Hospital

The Gill Foundation

Global Vaccine Fund

Juvenile Diabetes Research Foundation

Lighthouse International

Lincoln Center

March of Dimes

Marymount Manhattan College

The Museum of the City of New York

National Italian American Foundation

The Nature Conservancy

New College of Florida

New Visions for Public Schools

The Robin Hood Foundation

Ronald McDonald House of New York City

University of Colorado Hospital

UMDNJ