

Profile Builder: Key Donor Intelligence

Use the public information people share about their professional and personal lives to build deeper relationships with more impact. With **social overlays** and **hyper-targeting tools** from Small Act, you can use Facebook, LinkedIn and Twitter to your full advantage to help your organization **raise more money**.

Big donations, more often

With Profile Builder's social overlays and real-time look-up tools, you can:

- See where people are professionally.
- Learn their true passions.
- Know how to connect and what to talk about.
- Deepen relationships to get more donations.

Bottom line: You'll be **more strategic** and get **better results** from your efforts.

Build community fast

The best way to build your online community is to add the people who already know and love your organization...but finding all their handles online is time-consuming and difficult.

Fortunately, Profile Builder lets you connect with your top supporters right now by enhancing your email list with social media handles and links.

"This is a game changer as fundraisers can now make the most of every interaction. The information they get from Profile Builder helps them **better understand each donor**, it helps see the **best times to reach out**, and it generates **more meaningful conversations**. It's exactly what they need to succeed at fundraising."

- Jay Frost, FundraisingInfo.com CEO

Get started today!

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smallact.com

smallact
Make a big impact in social media.

Casey Golden
McLean, VA
Male, 35-44

CEO at Small Act
serial entrepreneur, committed philanthropist, taking fear out of giving

Donor, VIP, Activist
Quote event they really people DC Today's today use great one @SMXmarvel new Day Anyone work know make awesome Thanks media social **great** time Hope

Social Profile / Rank			
Score	Type	Total Audience	
25	Specialist	4500+	
162 Tweets	2,994 Following	3,362 Followers	20 Listed
535 Friends	20 Photos		
500+ Connections	4 Reconn.		

Recent Activity

Recent Tweets

- Life changing story for animal advocates. \$5 for Admission to National Geographic's "The Last Lions" in Bethesda: <http://t.co/LSHesQY>
- Absolutely amazing video documentary. National Geographic's "The Last Lions" at the Paris Theatre... <http://t.co/XTS8to> via @groupon
- @corrigis I also have an email that will get to you before Monday morning w/ some updates from the meeting. Have a great weekend!
- @corrigis would you like to join @starfocus on our awesome socialCRM panel at NTEEN? It's going to be incredible! :) <http://bit.ly/AmLYoq>
- @samalpa what are you doing for New Year's? Wish you all the best in 2011.
- RT @NatGeoScoop More Restrepo accolades! RT @newyorker David Denby's picks for the best AND worst movies of the year: <http://npr.kr/huq5dR#fbm> #movie
- Heard @busycnf is rockin #rubycnf with their super handy scheduler for your iPhone. Really helpful when at events! <http://busycnf.com>

Recent Changes

- Changed job to: CEO at Small Act
- Changed location to: McLean, VA

Facebook

Casey Golden
Principal and Managing Director at Small Act Network, Studied Electrical and Computer Engineering at Cornell University, more... <http://facebook.com/casey.golden>

Profile Builder fans

These organizations love Profile Builder:

