



ACCELERIST ALGORITHM MEASURES AND WEIGHTS

Accelerist's lead-generating algorithm is weighted based on the industry best practices and dual-sided customer input. The weights are segmented for the purposes of public consumption and knowledge into five differently-weighted categories – ranking from 1 – 5, with Tier 1 being the most heavily-weighted and Tier 5 being the least heavily-weighted.

Tier One Match Indicators

Points are assigned to the primary, secondary and tertiary matches of a corporation's assigned NTEE codes with the nonprofit's cause sector - or Guidestar NTEE codes

Tier Two Match Indicators

Points are assigned to the alignment between nonprofit and corporate affinities of each party's constituents

Tier Three Match Indicators

Points are assigned to the alignment between the nonprofit and company's headquartered state and city

Points are assigned to alignment between the nonprofit and company's stakeholders and their connections

Tier Four Match Indicators

Points are assigned to the alignment between the nonprofit and company's constituent information, including: age bracket, income bracket, gender and ethnic background

Points are assigned to the alignment between the nonprofit and company's donation capacities/requests

Points are assigned if both parties are interested in/have the capacity for employee engagement opportunities

Tier Five Match Indicators

Points are assigned to the alignment between the nonprofit and company's media benefits' request/capabilities

Points are assigned to the alignment between the nonprofit and company's mission-served audience's population size, geographic footprint and age bracket

Points are assigned if both parties are interested in/have the capacity for the same types of employee engagement opportunities