

Release Notes: Q3 2020 (August) Release



Before you begin to use Target Analytics **ResearchPoint**, take a moment to review the following notes. It is important to share this information with all **ResearchPoint** users in your organization.

Target Affluence UI Updates

In this update, we've gone ahead and rebranded some of the Target Analytics Affluence Segments, all five category **Description Cards**, as well as text displayed on the Affluence Insight Dashboard. These changes impact both **ResearchPoint** as well as **Altru**. Here's what changed:

- The Group label **Enigmas** has been re-named to **Affluent Enigmas**.
- The Group label **The Masses** has been re-named to **Nonaffluent Enigmas**.
 - Subsegment E1: formerly **Blue-collar Masses** is now **Blue-collar Enigmas**.
 - Subsegment E2: formerly **Non-starter Masses** is now **Non-starter Enigmas**.

FEC Wealth and Giving Capacity Changes

Per guidance released by the Federal Elections Committee ("FEC"), WealthPoint will no longer use FEC data as part of our solutions. This recent guidance indicates that the Federal Elections Campaign Act prohibits the use of any information about individual contributions taken from FEC reports for the purpose of soliciting contributions or for commercial purposes. Providing solutions that comply with applicable laws is a priority for Blackbaud, and the basis for our decision. FEC will no longer be returned in WealthPoint screenings. This change will go into effect on October 31, 2020 and will not affect previously reported data. More information about the Federal Election Campaign Act can be [found here](#). As we prepare, we recommend that low confidence matches obtained through WealthPoint screenings between May 22 and June 18th be removed. Blackbaud has already addressed this issue via an automated process which removed unconfirmed FEC political donations from screenings during the above time period. Note that, per guidance by the Federal Elections Commission, these political donations are no longer used for calculations of a prospect's estimated wealth and giving capacity.

Raiser's Edge Group Integration Error Screen Update

Users can now retroactively confirm or reject match codes that have been moved to a different confidence level such as going from 4 to 5. Now, when changing a match code under **Edit confidence settings**, the user is prompted if they'd like to confirm or reject all past match codes. Selecting **Yes** will update all wealth records corresponding to the moved match codes.

In addition, any retroactive changes will now cause the MGC value to be recalculated for each prospect that has wealth records with the new match code.

Target Analytics Data Updates

Since our Q2 2020 release, we have refreshed the data for NOZA, Coop, D&B, TRBI, GuideStar, CoreLogic, and Experian in our Target Analytics database.

Now, when you perform WealthPoint screenings on a prospect's wealth and ratings record, or when you perform a screening on your research lists, you'll have the latest philanthropic gifts, nonprofit and foundation affiliations, self-reported biographical data, real estate assets, business assets, and income records.

ResearchPoint Feedback

Do you want to influence the direction of the product? You can in the [Target Analytics Community](#). We're there with you in the community and we're listening for which features you want added or which existing functionality needs to be improved.

You can add a new idea, vote for ideas you want to see implemented, or respond to an existing idea with comments about what you need specifically. The more you tell us, the better we can prioritize and design the product around your organization's needs.

How do ideas get implemented? Ideas with the most likes are more heavily favored when we consider what we should put on our roadmap for **ResearchPoint**. To see all the current user-posted ideas, from the Target Analytics Community home page, in the **Navigation Menu**, click **Ideas**. We look forward to hearing from you on how you need **ResearchPoint** improved!