cotality™

Cotality® bulk property data solutions for university fundraising

Diversify your donor prospecting pool to boost your giving programs

Converting supporters into donors is vital to help your university thrive

Securing reliable funding for your university's programs, facilities and scholarships is more important than ever. Donation prospecting is a critical budget component that can be expensive and time-consuming, specifically for identifying and targeting potential donors who share your passion and vision.

At Cotality®, we are a one-stop shop that provides best-in-class, customizable data products for your university donor prospecting needs. Here's why higher education institutions across the country choose us when it comes to fundraising:

Save time, money and resources

by targeting the right donors at the right time

Achieve set fundraising goals

whether you need many small donors, a handful of large donors or both

Identify a broad pool of donors

who could be hiding in plain sight

Why Choose Cotality?

Expansive History
Comprehensive property data and analytics covering 99.9% of the U.S. and up to 50 years of history

Special Academic Pricing
Customizable data solutions built to fit your budget

Better User Experience
Easily link Cotality data assets together with Cotality Integrated Property ID (CLIP® ID)

Gold Standard
Trusted data by academics, government institutions and leading corporations

Key CoreLogic data products for campus expansion include:

Bulk Data
Access a collection of property and market data points to better understand the real estate and mortgage markets

Araya™
Access property reports, MLS data and property valuations and transaction histories

NeighborhoodScout®
Assess community demand, neighborhood makeup and local risk factors for campus planning

Precision Marketing
Create audiences to optimize your marketing outreach efforts for donor prospecting for your giving programs

ListSource™
View property and transactional data paired with demographic data (in certain states) that can be used for list generation or fed into algorithms for prospect targeting

Overhaul your donor fundraising strategy with trusted Cotality data solutions

Many of the nation's most respected and prestigious universities leverage Cotality's vast bulk property data resources. At Cotality, we can help you generate a list of potential donors based on their geographic location, estimated net worth and assets, lifestyle, education level and more.

From there, you'll be able to throroughly assess your university's fundraising strategies and optimize your giving program to make it more impactful for your institution.

About Cotality
Cotality accelerates data, insights and workflows across the property ecosystem to enable industry professionals to surpass their ambitions and impact society. With billions of real-time data signals across the life cycle of a property, we unearth hidden risks and transformative opportunities for agents, lenders, carriers and innovators.

For more information, visit corelogic.com or call 866.774.3282.