

From Lists to *Donors.*

Your next major donors are not on a bought list. They are one introduction away, inside the relationships your board, your staff, and your current donors have already built. Meerkat maps the network around every supporter and surfaces the qualified prospects sitting one warm hop away, with the person who can make the introduction. Cold solicitation becomes a warm ask through someone the prospect trusts.

WHAT YOU GET ON DAY ONE

The relationship graph behind every donor, and the warm path to every prospect they can introduce.

500M

Profiles in the graph, with
50 to 200 verified
relationship edges each

5

Signal types resolved at
the person level: career,
education, board,
neighbor, household

200+

Warm second-degree
paths per record, the
qualified prospects already
in your network

1

Endpoint into Raiser's
Edge, Salesforce Nonprofit
Cloud, and your stack

The gift officer who can ask a board member for the right introduction wins the next major donor. The relationship graph makes that the default, not the privilege of the best-connected shop.

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CONTENTS

What's *inside*.

A short read on what changes when your donor file becomes a network. Written for development directors, major gift officers, and the teams who carry the campaign.

01	The Reality · Cold solicitation does not work. The warm path is invisible.	03
02	The Graph · Five signals, one graph, every warm path.	04
03	The Ah-Ha · The qualified donors already inside your network.	05
04	For Your Team · Plugs into Raiser's Edge, Salesforce, and the tools you run.	06
05	Get Started · A pilot on your real file. No long contracts.	07

Relationships are the most powerful force in business and in life. They are also the one force software could never see. Meerkat builds the layer that lets it, so any cause, any campaign, any mission gets the warm path it already has.

Ralph Schonenbach · Founder & CEO, Meerkat

Cold solicitation does not work. *The warm path does.*

Every development team knows it. Bought prospect lists go cold. Mass appeals get ignored. The major donors in your community are already connected to the supporters you serve, but the path to a warm introduction is invisible, so the same email goes to everyone.

Your CRM holds the donors you already have. What it does not show is who they know. The board member two seats from your top prospect. The former colleague now running a family foundation. The neighbor who already gives to a peer organization. Those relationships exist in your file today. Nothing in your stack surfaces them, ranks them, or hands you the introduction.

The bought list

Purchased prospect lists target by ZIP code and a net-worth guess. They reach strangers who have no reason to give, and miss the prospect who would take the meeting because a trustee asked. Mass solicitation is a tax on the team's week.

The hidden network

The supporters most able to give are connected to the donors you already serve, through old colleagues, shared boards, and the same neighborhood. Without the graph, those warm paths stay invisible and the introduction never gets asked for.

The vague ask

"Who else do you know who might give?" gets a polite shrug. A board member wants to help but cannot recall, on the spot, the right person to introduce. The specific, named ask is the one that converts.

The relationships that grow a cause have always been there, sitting inside the file, invisible to every tool. Meerkat maps them, and turns the cold appeal into a warm introduction.

Ralph Schonenbach · Founder & CEO, Meerkat

Five signals. *One graph.*

Every meaningful relationship between two people falls into one of five categories. Meerkat resolves all five at the person level, refreshes them continuously, and ranks every path by strength, so for each donor you can see the qualified prospects in their network and exactly who can make the introduction.

CAREER · WORKED TOGETHER

Same employer, overlapping tenure.

Verified employment history matched at the person level. The former colleague now running a corporate giving program or a family foundation.

EDUCATION · SAME SCHOOL

Same cohort, same lab, same advisor.

School, program, year, lab, advisor. The alumni network and the trustee circle that introductions actually travel through.

BOARD · SAME ROOM

Same table, same vote.

Corporate boards, advisory councils, and foundation trusts joined to the individual. The shared board seat that turns a cold prospect into a warm ask from a trustee.

NEIGHBOR · SAME BLOCK

Same street, same building.

Parcel-level property records and verified residential history across all 50 states. The neighbor who already supports a peer organization and can bridge to a qualified prospect.

HOUSEHOLD · SAME ADDRESS

Who shares the address today.

The adults who currently live at the same address, from verified consumer files. The co-resident who is also a prospect, the second name behind the front door. Adults only, current residence. Meerkat does not map family structure.

THE PATH · ANY DEPTH

Five signals become one queryable graph. Ask for the warm paths between any two people, across any combination of the five edges above, ranked by strength and freshness. The path is not a sixth signal. It is what the five become when you connect them.

Career and board, every vendor has. Neighbor and current-resident signal, only Meerkat resolves, because only Meerkat has joined property and consumer data to the people layer. One endpoint, one view, and the warm path to every prospect your network can introduce.

The next major donor is *already in your network*.

The same donor file. The same week of outreach. Run on a bought list, or run on the graph. The difference is between emailing strangers and asking a trustee to introduce you to someone who already trusts them.

The warm introduction · from a cold appeal to a trustee's intro.

THE REALITY

You buy a prospect list for your region and send the appeal. Response is near zero. The people who do open already give elsewhere and have no reason to trust you. A week of the team's time produces a handful of small gifts and no new relationships.

WITH MEERKAT

The graph shows that your best board member served on a hospital foundation with three principals who match your ideal donor profile, and two have never given to you. You ask for one introduction over coffee. It lands a first meeting the same week, warm, with trust in the room.

→ One warm introduction that opens a relationship, instead of a week of cold appeals.

The specific ask · the names your board could not recall.

THE REALITY

You ask your board "who else do you know who might support us?" They want to help. They name one or two people, or nobody, because no one can search their own network on demand. The referral engine every shop relies on runs on memory, and memory is a poor index.

WITH MEERKAT

The graph maps every connection of every board member and major donor in your file. You walk into the meeting with three specific, qualified names from that trustee's own network and a clear reason each is a fit. The ask becomes 'could you introduce me to her.' The introduction lands the same week.

→ Specific, named introductions your board can actually make, instead of a vague referral ask.

200+

qualified warm paths per donor, the prospects already inside your network

15-25%

warm-introduction conversion versus about 2% on cold outreach

1

ask, to the right supporter, for the named introduction the graph surfaced

Plugs into the tools *you already run.*

Meerkat is not another platform for your team to learn. It is the relationship graph beneath the CRM and donor tools they already live in, surfacing the warm path from your supporters to your next donors, in place.

BEFORE MEERKAT		WITH MEERKAT
Prospect lists are bought by ZIP code	→	Prospects surfaced from inside your supporters' networks
"Who else do you know?" gets a shrug	→	Specific, qualified names from each board member's network
Cold appeals to strangers who never give	→	Warm introductions through a mutual relationship
Referrals depend on what a trustee remembers	→	The full referral graph, mapped and queryable
Center-of-influence ties are tribal knowledge	→	Every center-of-influence path, ranked by strength
AI assistants see one record at a time	→	Your agent sees the graph, through MCP

CRM & DONOR SYSTEMS

Salesforce Nonprofit Cloud · Raiser's Edge NXT · HubSpot · Bloomerang · Virtuous · DonorPerfect

COMMUNICATION

Gmail · Outlook · Slack · Zoom · Microsoft Teams

MARKETING & OUTREACH

Mailchimp · Klaviyo · Marketo · Constant Contact · Salesloft

AI SURFACES · VIA MCP

Claude · ChatGPT · Gemini · Custom agents and assistants

Connect once. Every tool your team already runs becomes a Meerkat surface. The gift officer opens Raiser's Edge and each donor record shows the qualified prospects in that donor's network, with the introduction path attached. The director asks Claude which board members can introduce the organization to the three prospects it most wants to reach. The answer arrives in a sentence, not a research project.

A pilot on *your real file.*

The fastest way to see what the graph does is to point it at the donors you already know. Send us your file. We send back the qualified prospects sitting inside it, and the supporter who can introduce you to each one.

STEP 01

Send us your list.

A few thousand donor records. Names and contact are enough. We do not need gift amounts, account numbers, or anything sensitive.

STEP 02

We map the graph.

Within days the same list comes back with the warm second-degree paths around every donor, the qualified prospects in those networks, and the ranked introduction path to each one.

STEP 03

You see the lift.

See the prospects already one introduction away, and exactly which board member or donor to ask. Walk into your next meeting with three specific names instead of a vague referral request.

- No multi-year contract. Pilot first, scale when the lift is clear.
- Your data stays yours. We enrich it. We do not resell it.
- Connectors live for the major stacks. Custom integrations on request.
- Built for development teams from two people to two hundred.

FROM NAMES TO NETWORKS

Every donor is a network. Now ask for the *introduction.*

Tell us about your file. We will show you the prospects already one introduction away.

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