

From the List to the *Bundler*.

Every campaign rents the same lists. The unlock is not another file. It is the relationship graph underneath: which of your existing donors and bundlers is one introduction away from a prospect who has not given yet, and who can make that introduction. A great bundler knows hundreds of people and can name twenty in a meeting. The graph surfaces the rest.

WHAT YOU GET ON DAY ONE

The relationship graph behind every donor, and the warm path your bundlers can open.

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 NGP VAN,
ActBlue, NumeroCRM,
and your call-time tools

Every campaign rents the same list. The campaigns that win the next cycle will compete on the relationship graph underneath, the warm paths their bundlers can actually open, not the names on the page.

Mary Shea, PhD · Co-Founder & CGO · former Forrester Principal Analyst

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What's *inside*.

A short read on what changes when your donor file becomes a network. Written for finance directors, call-time managers, and the bundlers and consultants who have to hit a number.

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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 campaign, any committee, any candidate gets the warm path it already has.

Ralph Schonenbach · Founder & CEO, Meerkat

Same list. *The bundler's network is invisible.*

Every campaign rents from the same vendors and ends up with the same names. By the third quarter, the reliable donors are tapped out and the call-time list is built on hope. The unlock is not a bigger list. It is the warm path your own bundlers and donors already hold.

Your CRM has names, emails, and a giving history. What it does not show is who your donors and bundlers know. A great bundler has a network of hundreds and can name twenty at any review. The other few hundred, the ones the finance director needs, stay invisible. Without the relationship graph, the bundler ask is generic and the warm path never gets surfaced.

The bundler cannot see the network

A strong bundler knows hundreds of people and can recall a couple of dozen in a meeting. The rest are exactly who the campaign needs. Without the graph, the bundler ask is 'who else do you know,' and it produces a shrug.

The list is everyone's list

Every campaign rents from the same vendors, so the names repeat across the field. The prospect who would take the call because a trusted bundler asked is the one the rented file can never surface.

Call time is wasted time

Wrong numbers, disconnected lines, donors who already gave. The candidate's most valuable hour gets burned on a call sheet that was stale when it printed, instead of warm asks routed through someone the prospect trusts.

The relationships that win a cycle have always been there, sitting inside the file and inside the bundler's network, invisible to every tool. Meerkat maps them, and turns the generic ask 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 and bundler you can see the prospects in their network and exactly who can make the introduction. The graph respects every contribution rule.

CAREER · WORKED TOGETHER

Same employer, overlapping tenure.

Verified employment history matched at the person level. The former colleague, the industry peer, the professional network a bundler built over a career.

EDUCATION · SAME SCHOOL

Same cohort, same lab, same advisor.

School, program, year, lab, advisor. The alumni network and classmate ties that warm 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 connects a bundler to a prospect who has not given yet.

NEIGHBOR · SAME BLOCK

Same street, same building.

Parcel-level property records and verified residential history across every state. The in-district neighbor a donor can introduce, with residence confirmed for compliance.

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 names your bundler *could not recall.*

The same file. The same candidate hour. Run on a rented list, or run on the graph. The difference is between dialing strangers and handing a bundler specific names from his own network that he could not recall in the room.

The bundler multiplier · *the people he could not name.*

THE REALITY

Your top bundler is a partner at a major firm. He has hosted three events and tapped the same dozen colleagues each time. The finance director knows his network is far bigger, but the bundler cannot recall, in a meeting, the other few hundred people he actually knows. The next event has the same fifteen attendees.

WITH MEERKAT

The graph maps every connection of every bundler and major donor in the file. You hand him forty specific names from his own network, in-district and with no prior giving to the candidate, each a warm introduction he can actually make. The next event has eighty RSVPs.

→ Specific names from the bundler's actual network, instead of a vague 'who else do you know.'

The warm path · *from a cold call to a trusted ask.*

THE REALITY

The finance team works a rented list of prospects who have given to similar causes. Reply rates sit where cold outreach always does. The prospects who do pick up have no relationship with the campaign and no reason to engage.

WITH MEERKAT

The graph shows which prospects are one introduction away from a current donor or bundler, through a shared board, a former employer, or the same neighborhood, and who can open each door. Cold calls become warm asks routed through someone the prospect already trusts.

→ Warm introductions a donor or bundler can make, instead of cold calls to rented names.

200+

warm paths per donor and bundler, the prospects already in your network

15-25%

warm-introduction conversion versus about 2% on cold outreach

1

specific name, from the right bundler's network, for the introduction the graph surfaced

Plugs into the tools *you already run.*

Meerkat is not another platform for your finance team to learn. It is the relationship graph beneath the CRM, the call-time tool, and the donor pages they already live in, surfacing the warm path from your bundlers to your next donors, in place.

BEFORE MEERKAT		WITH MEERKAT
Bundlers tap the same dozen people every event	→	Specific names from each bundler's full network
"Who else do you know?" gets a shrug	→	Qualified, in-district names with a warm path attached
Cold outreach to rented prospect lists	→	Warm introductions through a donor or bundler
Warm paths live only in a bundler's memory	→	The full referral graph, mapped and queryable
Call sheets built on stale phone numbers	→	Verified mobile and email, refreshed continuously
AI assistants see one record at a time	→	Your agent sees the graph, through MCP

CAMPAIGN CRM

NGP VAN · ActBlue · NumeroCRM · Anedot · WinRed · CallTime.AI · Salesforce

COMMUNICATION

Gmail · Outlook · Slack · Mailchimp · Constant Contact

COMPLIANCE & REPORTING

FEC filing · state filing systems · Numero · Aristotle

AI SURFACES · VIA MCP

Claude · ChatGPT · Gemini · Custom agents and assistants

Connect once. Every tool your team already runs becomes a Meerkat surface. The finance director opens the call sheet and each donor shows the prospects in their network, with the introducer attached. The candidate asks Claude which bundlers can introduce the campaign to the in-district prospects it most wants to reach. The answer arrives in a sentence, not a research project.

A pilot on *your donor file*.

The fastest way to see what the graph does is to point it at the donors and bundlers you already know. Send us a recent segment. We send back the warm paths inside it, in time for next quarter.

STEP 01

Send us a segment.

A few thousand donors and your bundler roster from a recent appeal. Names and contact are enough. We do not need anything sensitive.

STEP 02

We map the graph.

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

STEP 03

You see the lift.

Hand each bundler specific names from their own network. Route cold prospects to the donor who can introduce them. Build call sheets that open warm.

- 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 federal campaigns, statewide races, party committees, and PACs alike.

FROM NAMES TO NETWORKS

Every bundler is a network. Now *surface it*.

Tell us about your file. We will show you the warm paths already in it.

info@trymeerkat.ai · trymeerkat.ai