



# B-SIF

Lead Generation

# Discussions

- One-on-One Calls
- Attendance Overview
- Give India Hundred Heroes

# Topics Covered

- Setting up research parameters for Institutional and Individual Donors
- Building a lead database
- Data scraping tools
- Email generation tools
- Email verification tools

Finding New Leads	Description
Referrals	Ask your current donors, volunteers, and board members if they know of anyone who may be interested in supporting your cause. They are likely to know others who share their philanthropic interests.
Social Media Research	Monitor social media platforms for discussions related to your cause. Engage in these discussions to identify potential donors who express interest in your mission.
Industry Events	Attend events, conferences, and seminars in your nonprofit's area of focus. These gatherings often attract individuals passionate about the cause.
Partnerships with Other Nonprofits	Partner with organizations with similar missions to share resources and donor bases. Joint fundraising events or projects can help reach new audiences.
Use Public Records	Research public records and resources like tax records, real estate records, and local business journals, directories. Individuals or companies with significant investments may have the capacity to donate.
Press Monitoring	Monitor the news and press releases for information about individuals and businesses that support causes like yours. Ex: Meltwater
Philanthropic Directories	Use directories like Foundation Directory Online (Candid) and GuideStar to identify potential funders interested in your mission.

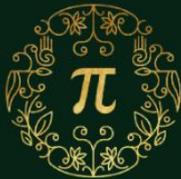
# Wealth-Tracking Tools

iWave

BlackBaud Windfall

WealthEngine

DonorSearch



GivingPi  
India Family Philanthropy Network

The Network

The Membership

The Community



# For a league of nation builders



*The importance of pi has been known for at least the last 4,000 years. We're familiar with the use of the Greek lowercase letter,  $\pi$ , as the notation for pi, which is the first letter of the Greek word, 'perimetros', and loosely translates to 'circumference'.*

GivingPi is an invite-only network for India's most philanthropic families to engage, learn and accelerate philanthropy, while aspiring to individually and collectively solve India's development challenges.

As a community of givers, the network will unleash the true giving potential of its members through insights from leading philanthropists, advice from sector experts, peer engagement and bespoke networking and learning opportunities.

# Researching New Donors: LinkedIn Sales Navigator



The image shows a screenshot of the LinkedIn Sales Navigator search interface. On the left, there are several filter panels. The 'Company' filter panel is highlighted with a red box and contains filters for 'Company headcount' (11-50), 'Company type' (EMEA), and 'Company headquarters' (EMEA). The 'Role' filter panel is also highlighted with a red box and contains filters for 'Job title' (CEO), a dropdown menu with 'Head of' selected, and radio buttons for 'Current', 'Past', 'Current or past', and 'Past not current'. The 'Seniority level' filter panel shows 'CXO' and 'Owner' selected. The 'Years in current company' filter panel shows '1 to 2 years' selected. The 'Connection' filter panel is highlighted with a red box and contains filters for 'Connections of' (EMEA), 'Groups', 'Industry', 'First Name', 'Last Name', 'Language', 'TeamLink connections of', and 'School'. The 'Workflow' filter panel is highlighted with a red box and contains filters for 'Account lists', 'Lead lists', 'People in CRM', 'People you interacted with', and 'Saved leads and accounts'. On the right, the search results are displayed, showing a list of profiles. The profile of Cristiano Neto is highlighted with a red box and contains the text 'Company', 'Job title', and 'Experience'. The profile of Nana Opoku W. O. Agyeman-Prempeh is also highlighted with a red box and contains the text 'Company', 'Job title', and 'Experience'. The profile of Sergey Zvereff is also highlighted with a red box and contains the text 'Company', 'Job title', and 'Experience'. Red arrows point from the filter panels to the corresponding filter options in the search results.

# Researching New Donors: LinkedIn Sales Navigator



The screenshot shows the LinkedIn Sales Navigator interface. At the top, there is a navigation bar with "SALES NAVIGATOR" and tabs for "Home", "Account lists", "Lead lists", "Messaging", and "Admin". Below this, there are tabs for "Lead" and "Account". A search bar labeled "Search keywords" is highlighted with a red box and a red arrow pointing to it from the text "You can use boolean search on job title and keyword field". On the left sidebar, the "Role" section is highlighted with a red box and a red arrow pointing to it from the same text. A red circle with the number "1" is next to the "Company headcount" filter, and another red circle with the number "2" is next to the "Clear all" button. The main content area shows a list of filters under "Personal" (Connection, Geography, Industry, Years of experience) and "Company" (Company headcount). Below the filters, there is a red box around the "Role" section, which includes "Job title". To the right of the filters, there is a large red text box that says "You can use boolean search on job title and keyword field". Below this text box, there is an illustration of a woman standing at a desk with two chairs, looking at a laptop. Below the illustration, there is a text box that says "Apply filters to find leads" and "Leads matching your search criteria will be disp".

**You can use boolean search on job title and keyword field**

**Apply filters to find leads**  
Leads matching your search criteria will be disp

# Researching New Donors: LinkedIn Sales Navigator



There are 5 boolean operators you should know about:

1. **Quotes:** to look for exact expression
2. **AND:** to look for several keywords
3. **OR:** to look for at least one keyword in a list
4. **NOT:** to exclude keywords
5. **Parentheses:** to combine AND, OR, NOT

Here is a simple template you can follow for your boolean searches:

```
(Seniority Keywords) AND (Function Keywords) NOT (Blacklist)
```

# Researching New Donors: LinkedIn Sales Navigator



(VP OR "Vice-President" OR "V.P" OR "Vice President" OR Head OR Manager OR Chief) AND (Sales OR Marketing) NOT (Assistant OR "Right Arm" OR Founder OR "Co-Founder" OR Cofounder)

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there are filter panels for Company, Role, and Seniority level. The current filters are: Company: Google (5.5K+); Role: Sales (3M+); Current job title: (VP OR "Vice-President" OR "V.P" OR...); Seniority level: Manager (244). The main search results list three profiles:

- Lewis Paffile** - 3rd | Vice President, Global Sales and Channel Operations · Alltech Consulting Services, Inc. New York, New York, United States. 8 months in role | 8 months in company.
- David J. Katz** - 2nd | Executive Vice President & Chief Marketing Officer · Randa Apparel & Accessories. New York, New York, United States. 4 years 2 months in role | 4 years 2 months in company. About: Influence and persuasion, also known as marketing, are part science, part art, and mostly alchemy. I am r. 3 mutual connections | 2 recent posts on LinkedIn.
- Phil McCann** - 2nd | Vice President of Marketing · Nathan's Famous, Inc. Jenico, New York, United States. 1 year 7 months in role | 7 years 6 months in company. 3 mutual connections.

A red arrow points from the text "Boolean Template look for all the combinations possibles" to the search results area.

**Boolean Template  
look for all the  
combinations  
possibles**

# Common CSR roles

1. Corporate Social Responsibility Manager
2. Vice President Human Resources
3. Director of Philanthropy
4. Philanthropy Officer
5. Human Resource Manager
6. HR Director
7. Community Affairs Officers
8. Communication and Community
9. Diversity and Inclusion
10. Sustainability Officers
11. HR Manager

# Corporates Doing CSR

Link:

[https://docs.google.com/spreadsheets/d/1M9H8vXA1R\\_T28cfMXJmOsvgbhfKzPG8e/edit?usp=drive\\_link&oid=109298236528671805284&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1M9H8vXA1R_T28cfMXJmOsvgbhfKzPG8e/edit?usp=drive_link&oid=109298236528671805284&rtpof=true&sd=true)

# Scrapping Sales Navigator Data

chrome.google.com/webstore/search/Easy%20Web%20Data%20Scrapper?utm\_source=ext\_sidebar&hl=en-US

chrome web store

irfanbashirshah@gmail.com

Help test the new Chrome Web Store in Preview  
Try out the new experience →

Easy Web Data Scr x

« Home

- Extensions
- Themes

Ratings

- ★★★★★
- ★★★★★ & up
- ★★★★★ & up
- ★★★★★ & up

Privacy Policy

Terms of Service

## Extensions ⓘ

More extensions



Automatically flip pages to extract or export any data you need

### Easy Web Data Scraper

Free & No-code scraper tool can automatically flip pages to extract or export any data you ne

★★★★★ 74 Productivity



Data Miner Scraper

HTML → XLS

### Data Scraper - Easy Web Scraping

dataminer.io Featured

Data Scraper extracts data out of HTML web pages and imports it into Microsoft Excel spre

★★★★★ 638 Productivity

# Converting Sales Navigator Links

## One Simple Formula:

```
=LEFT(SUBSTITUTE(A1,"https://www.linkedin.com/sales/lead/","https://www.linkedin.com/in/"),SEARCH(" ",SUBSTITUTE(A1,"https://www.linkedin.com/sales/lead/","https://www.linkedin.com/in/"))-1)
```

# Researching New Donors: Finding Email Ids

Some tools to find email ids and phone numbers of LinkedIn profiles:

1. Hunter.io (25 free monthly searches)
2. Lusha
3. Rocketreach
4. Zoominfo
5. Evaboot
6. Apollo.io

# Bulk Uploads



rocketreach.co/upload-list/person

RocketReach



## What format is your contact list in?



### I have a CSV to upload

Upload your own list of contacts and we'll match profiles with accurate information.



### I'd like to paste a list of LinkedIn URLs

Give us a list of LinkedIn URLs and we'll find accurate information for each profile.

# Guessing Emails

## Email Address Guesser

Guesses: 28

Irfan

Bashir

bhumi.ngo

CREATE EMAIL

Made by [@MCCRODEN](#)

IrfanBashir@bhumi.ngo  
Irfan.Bashir@bhumi.ngo  
Irfan\_Bashir@bhumi.ngo  
IBashir@bhumi.ngo  
I.Bashir@bhumi.ngo  
I\_Bashir@bhumi.ngo  
IrfanB@bhumi.ngo  
Irfan.B@bhumi.ngo  
Irfan\_B@bhumi.ngo  
BIrfan@bhumi.ngo

# Most Common Email Patterns

1. `firstname.lastname@domain.com` (e.g., john.doe@domain.com)
2. `firstinitial.lastname@domain.com` (e.g., j.doe@domain.com)
3. `firstname@domain.com` (e.g., john@domain.com)
4. `lastname@domain.com` (e.g., doe@domain.com)
5. `firstname\_lastname@domain.com` (e.g., john\_doe@domain.com)
6. `firstinitial\_lastinitial@domain.com` (e.g., j.d@domain.com)
7. `firstname.lastinitial@domain.com` (e.g., john.d@domain.com)
8. `lastname.firstname@domain.com` (e.g., doe.john@domain.com)
9. `firstname-lastname@domain.com` (e.g., john-doe@domain.com)
10. `firstname.middleinitial.lastname@domain.com` (e.g., john.m.doe@domain.com)
11. `firstinitialmiddleinitiallastname@domain.com` (e.g., jmdoe@domain.com)
12. `firstnamefirstinitial@domain.com` (e.g., johnj@domain.com)
13. `firstname.middleinitial@domain.com` (e.g., john.m@domain.com)
14. `f.lastname@domain.com` (e.g., j.doe@domain.com where "f" stands for "firstname")
15. `firstname.l@domain.com` (e.g., john.d@domain.com)
16. `lastname\_firstinitial@domain.com` (e.g., doe\_j@domain.com)
17. `firstnamelastinitial@domain.com` (e.g., johnd@domain.com)
18. `firstnamelastname@domain.com` (e.g., johndoe@domain.com)
19. `lastnamefirstinitial@domain.com` (e.g., doej@domain.com)
20. `lastinitial.firstname@domain.com` (e.g., d.john@domain.com)
21. `firstname\_initials@domain.com` (e.g., john\_md@domain.com if John's middle name starts with "M")
22. `initials.lastname@domain.com` (e.g., jm.doe@domain.com)
23. `initialsname@domain.com` (e.g., jmd@domain.com)
24. `department@domain.com` (e.g., support@domain.com, sales@domain.com)
25. `role@domain.com` (e.g., admin@domain.com, manager@domain.com)

# Finding email patterns



← → ↻ 🔒 rocketreach.co/company

Google, Share, Star, Chrome, Firefox, Edge, Safari, Print, Download, Full Screen, Profile

RocketReach 🔊 🔔 IB

**Search** | **Companies**

📄 Saved Searches

👤 Refine By **1**

- ▼ GENERAL
  - 🏢 Company Name +
  - 🌐 Domain +
  - 📍 Location +
  - 🔍 Keyword +
- ▼ INDUSTRY
  - 🏭 Industry +
- ▼ METRICS
  - 👥 Employees +
  - ↕ Employee Growth +
  - 📈 Revenue +
- ▼ OTHER
  - 🔧 Technologies +

Enter a company name or domain... **Search** My Companies ▾ +

A blue rocket launching upwards, surrounded by various space-themed icons like planets, rings, and a satellite.

Let's start searching!

*Get started by putting a name, keyword, or LinkedIn url above, or for a more refined search, use the ▼ filters to the left!*

[Learn how to get started with some examples](#)

# Finding email patterns



Company Information      **Email Format**      Management

---

Ketto Email Format

[Get Verified Emails for 389 Ketto Employees](#)

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The most common **Ketto email format** is [first] (ex. jane@ketto.org), which is being used by 79.6% of Ketto work email addresses.

Other common Ketto email patterns are [first].[last] (ex. jane.doe@ketto.org) and [first][last\_initial] (ex. janed@ketto.org). In all, Ketto uses 5 work email formats.

### Ketto Email Formats and Examples

Email Format	Example	Percentage
[first]	jane@ketto.org	79.6% 
[first].[last]	jane.doe@ketto.org	9.2% 
[first][last_initial]	janed@ketto.org	6.1% 
[first].[last_initial]	jane.d@ketto.org	4.1% 
[last]	doe@ketto.org	1.0% 

# Researching New Donors: Finding Email Ids

Some tools to verify email ids of people:

1. ZeroBounce (100 free monthly verifications)
2. Briteverify (Very affordable)
3. Emailistverify.com (Pay as you go model; other free tools)
4. ZeroBounce (100 free monthly verifications)
5. Verifalia (25 free daily credits)

# Bulk upload options for email verification

emallistverify.com/?gad=1&gclid=Cj0KCOjwusunBhCYARIsAFBsUP-jkcDJ2N7iIL7iK4BZOKPKbZugSSd2SjdVbAXBQ2YBzeX70JptGlcaAvUYEALw\_wcB

## Full-Featured Email Verification. But half the price.

Get rid of spam traps, hard bounces, disposable or catch-all emails without breaking your budget.

### 1. Create a FREE account

Get 100 email verifications for FREE.

### 2. Upload your dirty list

We accept CSV, XLS, TXT and other formats.

### 3. Download a clean list

You will be notified within a few minutes.

Get 100 FREE verifications

EmailListVerify

Verification

Stats

API

Documentation

Settings

ON DEMAND CREDIT 486660

DAILY CREDIT 0

example@email.com

Verify single Email

#### Upload your list

FROM COMPUTER

FROM INTERNET

+ INTEGRATIONS

Drop your files here

Choose a file

We support csv, xls,xlsx and txt files delimited by , or ; or one email per line.

#### Imported Lists

Search for a file...

All Completed Processing Unprocessed

newsletter.csv (400 records)

Cleaned

Download

#### newsletter.csv

Uploaded at  
December 6th 2018, 11:42 PM

Download clean list

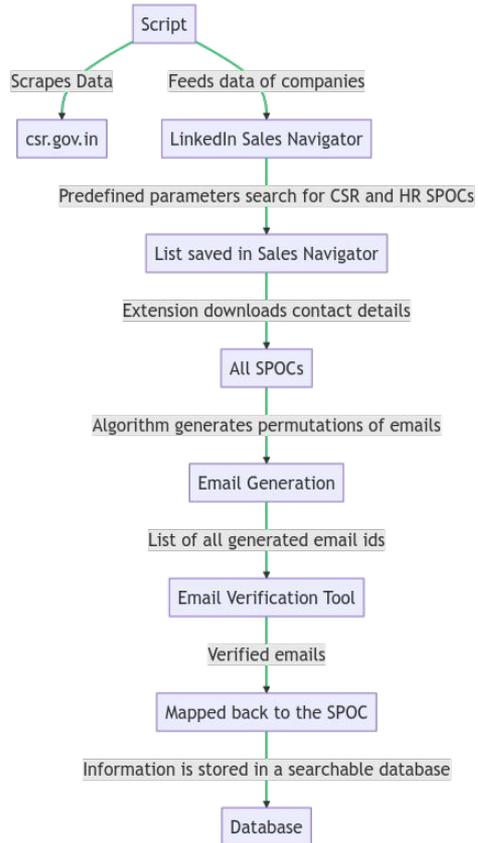


Total: 400 emails

355 Valid	5 Invalid
10 Spam-traps	12 Accept All
0 Unknown	18 Disposable

Learn more about result codes

# Framework to Build Your Own Tool/Process



## Core Functions:

- Web scraper to scrape data
- Algorithm to feed data into Sales Navigator (ex- job title, company name, etc)
- Web scraper that can download all data from Sales Navigator
- Tool to find websites of companies (LinkedIn)
- **Algorithm that generates permutations of emails for all SPOCs**
- Bulk Upload to Email Verification Tool

# The CAN-SPAM Act of 2003

- ✓ Include a valid physical postal address
- ✓ Give a clear, obvious opt-out method
- ✓ Honor opt-out requests within 10 days
- ✓ Use clear and accurate From, To, and Reply To info
- ✗ Don't sell email addresses (or put them on another list)
- ✗ Don't use deceptive or misleading subject lines
- ✗ Don't make it hard to unsubscribe (no fees, no additional info, no extensive steps)



# A simple example



Last chance....



Inbox x



**Authors Publish Magazine** support@authorspublish.com [via](#) dwdmail.com

to me ▾

Dear Subscribers,

I'm writing to make sure you get your copy of the 2016 Guide to Manuscript Publishers. It is going to be free for just one more week.

The book gives you 104 detailed reviews of traditional publishers. No agent required. If you want to get published, this book is for you.

[Download Your Copy Here: The 2016 Guide to Manuscript Publishers](#)

The book is available free until September 19th, 2016.

Sincerely,

Jacob Jans  
Authors Publish

Don't want these emails anymore?

[Permanently Unsubscribe](#) or [Modify Your Subscription Options](#)

2508 Park St, Bellingham, WA 98225

# SPAM Score Check



lemstack.com/spam-checks/deliverability-checker



lemstack

500 available credits

[Get free credits >](#)



Dashboard

TOOL CATEGORIES

Lead generation

Spam checkers

Copywriting

E.g. lempire.co

Verify domain

## Main Checks

### DMARC

Protects your domain from hacking or attacks. (required to avoid the spam folder)

### SPF

Guarantees that your emails have been sent from your domain. (required to avoid the spam folder)

### DKIM

Guarantees your email content isn't changed after you send it. (required to avoid the spam folder)

### MxRecords

Helps email providers know what servers accept your emails. (required to avoid the spam folder)

## Other Checks

### Blacklists

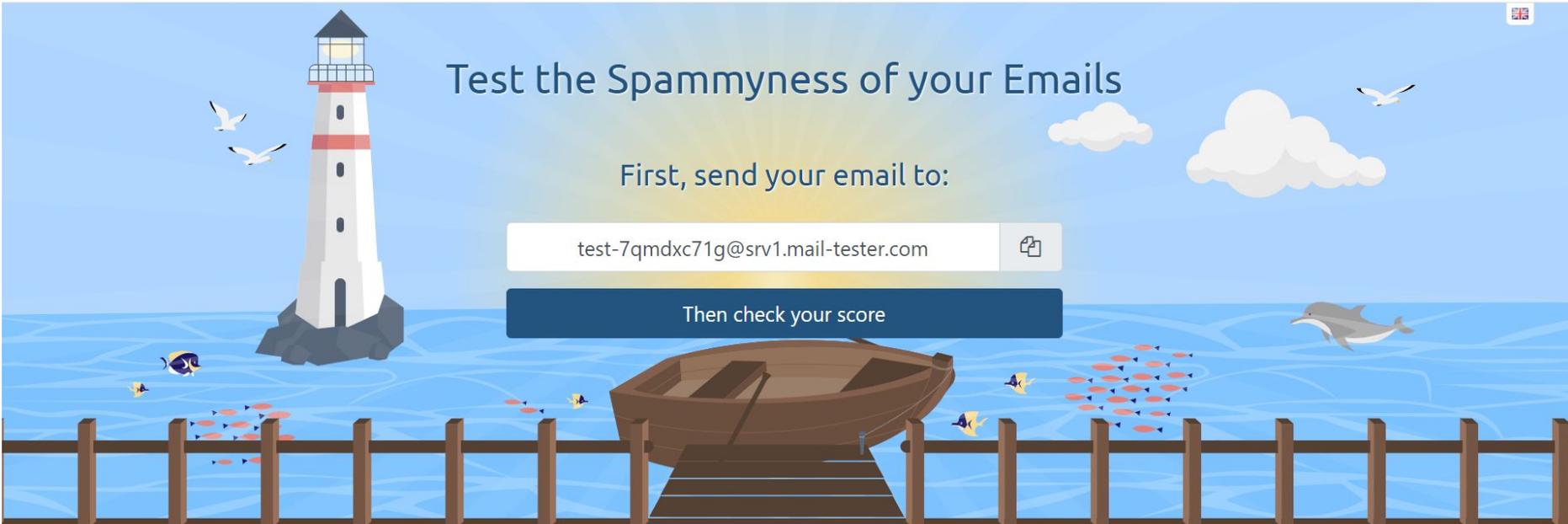
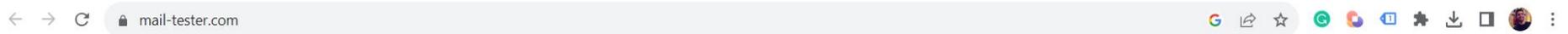
If you're listed, most of your emails will land in the spam folder.

### Domain provider

Where you can change your domain settings.

Keep your emails away

# SPAM Score Check



Test the Spammyness of your Emails

First, send your email to:

Then check your score

[FAQ](#) [Give Feedback](#) [SPF Guides](#) [SPF & DKIM check](#) [API](#) [Log in](#)





# **Next Masterclass:**

# **Ad Campaigns**



**Website: [bsif.codeblue.io](https://bsif.codeblue.io)**

**Email: [bsif@bhumi.ngo](mailto:bsif@bhumi.ngo)**

**Contact: +91 9070012536**

*Thank You!*