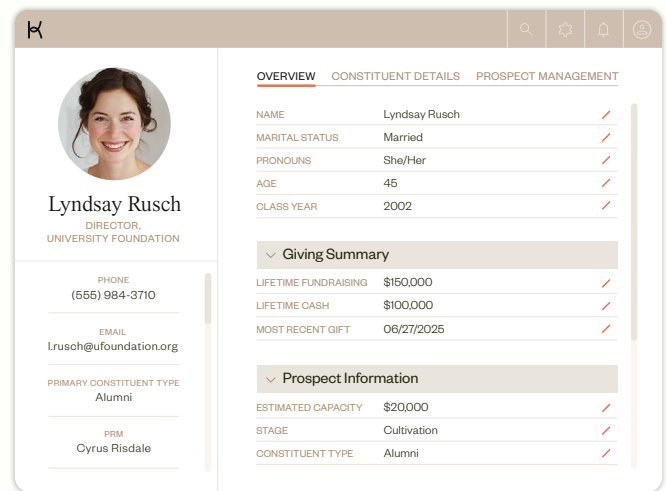


# Your single source of truth for donor data.

Gain a complete, current view of who your supporters are and what motivates them. The Constituent 360 module equips you with reliable insights to personalize outreach, segment with precision, and move your mission forward with confidence.



## Your foundation for effective fundraising.



### Deeper donor insights.

Gain a 360-degree view of every donor—covering donor details, affiliations, employment, relationships and more.



### Unified institutional teams.

Keep advancement, development, and donor relations teams aligned with a single, trustworthy dataset.



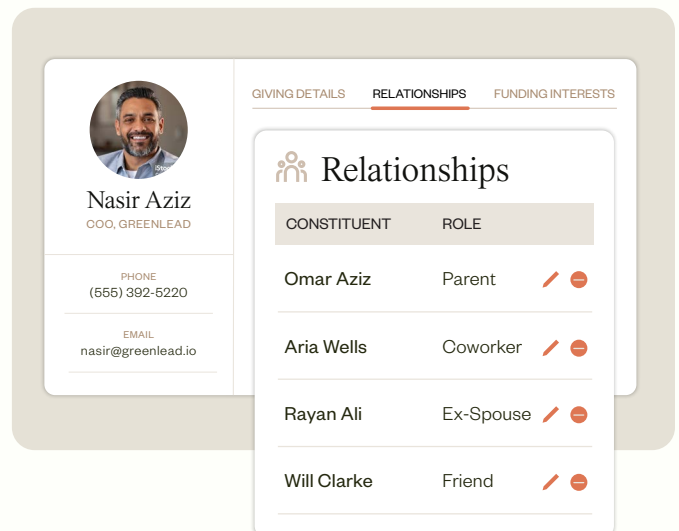
### Data you can rely on.

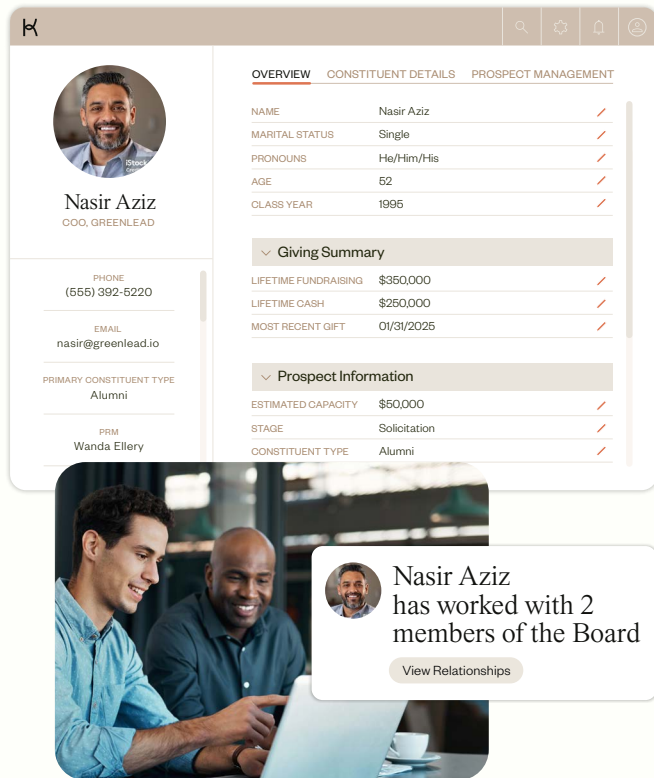
Process inbound data and detect duplicate data to maintain the accuracy of donor records.

## Stop managing data. Start driving *engagement*.

Your team is here to build relationships and inspire giving, not get bogged down by disconnected spreadsheets, outdated records and manual workarounds. These data gaps lead to missed opportunities and one-size-fits-all outreach that fails to connect.

The Ascend Constituent 360 module becomes your institution-wide single source of truth, replacing siloed data management with a complete, unified view of every constituent. Give your team access to clean, current, and comprehensive information to make smarter decisions, build deeper relationships, and deliver personalized engagement that drives results.





## How it works:

Ascend's Constituent 360 module powers smarter fundraising and engagement by transforming scattered information into structured, actionable insights.

### 1. Build a comprehensive profile

Unify all biographic, demographic, giving and prospect data into one complete record—featuring standard and custom fields, communication history and preferences, and stage tracking.

### 2. Map critical relationships

Visualize and track relationships between donors and organizations to uncover household ties, professional affiliations, and potential influence paths.

### 3. Assess and segment donors

With all your data in one place, quickly evaluate donor giving capacity and affinity, allowing you to streamline operations and focus your outreach on your most promising prospects.

## The foundation for a *smarter* CRM.

A fundraising platform is only as powerful as the data behind it. Constituent 360 is the central engine of Ascend, providing the clean, enriched and reliable information that makes every other function. From targeted outreach to personalized stewardship, every engagement becomes more strategic and effective. You are not just organizing contacts—you're building the essential foundation for success across your entire advancement strategy.



Join the 150+ advancement teams who love Kindsight



## Ready to build a *stronger* fundraising foundation?

Discover how Kindsight's Fundraising Platform—powered by real-time donor intelligence—can help you identify your best prospects, personalize outreach, and raise more money for your mission.

Explore the full Ascend ecosystem.

[Learn More](#)

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