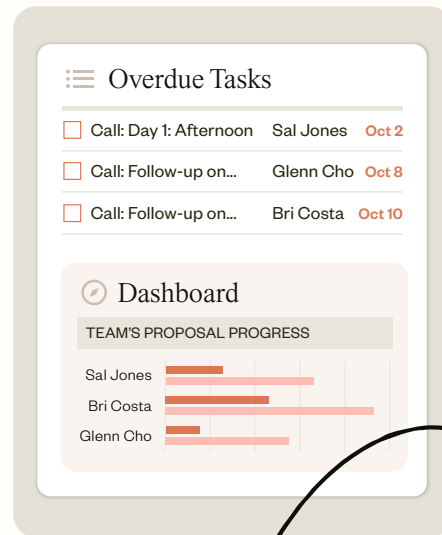


Ascend Module | Prospect Management

# Plan, execute, and monitor modern fundraising strategies.

The Prospect Management module helps advancement teams plan, execute, and track strategies in one centralized system. By eliminating guesswork and driving accountability, Ascend provides a complete record of every donor relationship, empowering stronger connections and better results.



Move faster, collaborate better, and forecast with *confidence*.



Give fundraisers time back.

Centralize tasks, notes, contact reports, files, and strategy docs into a single view—so fundraisers spend less time on admin and more time on building relationships.



Confidently forecast your pipeline.

Track every proposal in real time, from planned amount to probability to close date, so you can stop chasing static spreadsheets and start acting on live insights.



Standardize best practices.

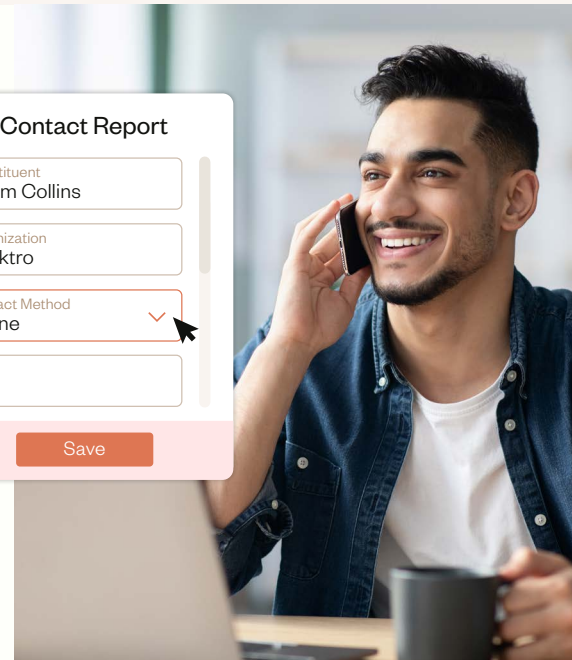
With built-in business rules and workflows, Ascend helps you document strategy, assign responsibilities, and guide relationships through every stage without manual oversight.

## From fragmented data to strategic *clarity*.

Fundraisers are often forced to manage portfolios through siloed spreadsheets, email threads, and one-off documents—creating confusion, knowledge gaps, and inconsistent pipeline reporting. Valuable donor intel gets lost, staff turnover disrupts relationships, and leadership is left flying blind.

Ascend's Prospect Management module solves this by transforming your CRM into a prospect command center. Every interaction is logged. Every plan is documented. Every proposal is visible. From strategy to solicitation, the full lifecycle of the donor relationship is captured in one unified system. Driving continuity, accuracy, and confidence across your team.

The screenshot shows a 'New Contact Report' form. It has four input fields: 'Constituent' with the value 'Adam Collins', 'Organization' with the value 'Spektro', 'Contact Method' with a dropdown menu showing 'Phone' and a red checkmark, and 'Date'. Below the form is a red 'Save' button. A mouse cursor is pointing at the 'Contact Method' dropdown.



HOW IT WORKS

# A purpose-built toolkit for strategic fundraising.

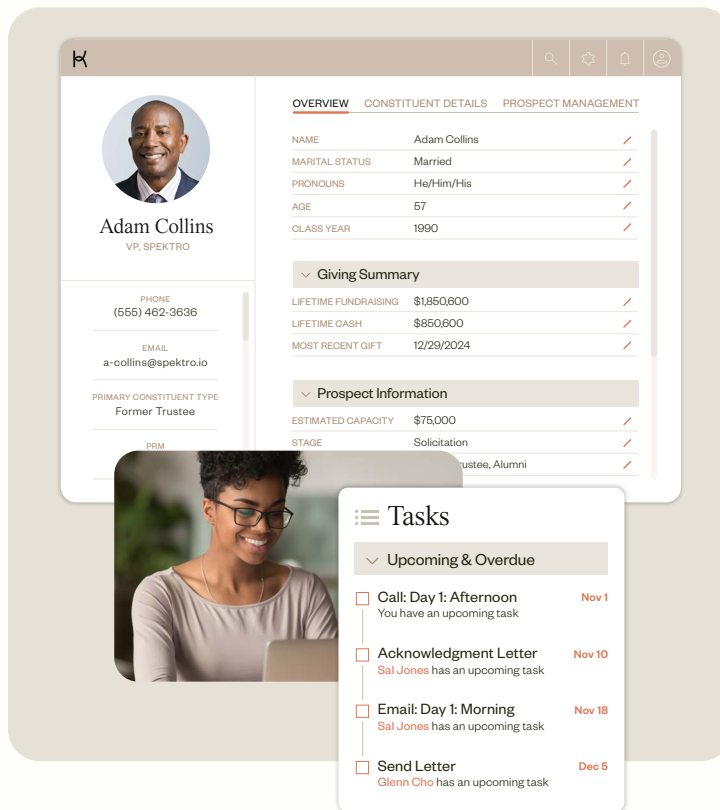
Ascend's Prospect Management module organizes the entire donor lifecycle into a clear strategic process.

## Contact Reports & Notes

Log every conversation and update in real time. Attach documents, tag key milestones, and build a running narrative for every donor.

## Strategy & Assignments

Document your approach, align on outreach plans, and clearly assign relationship managers, researchers, and other collaborators.



## Proposals & Forecasting

Track proposals by stage, value, and probability, then compare planned vs. actual performance with real-time dashboards.

## Task Management & Cadences

Use system-generated tasks and automated cadences to ensure consistent outreach and follow-ups across portfolios.

## AI-Driven Productivity

Use contact reports to generate outreach emails, track donor activity, and surface next steps, all within Ascend.



## Build a smarter, more *strategic* fundraising operation.

With Ascend, you don't just log activity, you activate strategy. Say goodbye to manual tracking and inconsistent processes. Prospect Management ensures your CRM becomes the single source of truth for everything from donor insights to pipeline performance. Fundraisers stay focused. Leadership stays informed. **And your team raises more with less friction.**

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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