

## INDUSTRY SOLUTIONS

# COLLEGES & UNIVERSITIES



AlumniFinder helps you efficiently find lost alumni, maintain contact with recent graduates and increase the results of your fundraising efforts.

Staying in touch with new graduates is not an easy task, let alone finding lost alumni. The process often consumes valuable hours that could otherwise be spent fundraising. Not only is there the lengthy process of confirming addresses, death indicators and name changes, but also the need to find accurate financial information about your donors and alumni. Once all of this is complete, there's also the job of determining which parents, friends and alumni are most appropriate for solicitation.

### AlumniFinder's College and University Experts Can Help Improve Your Results

Since 2001, AlumniFinder™ has helped many of the country's leading colleges and universities recruit students, ensure the accuracy of new and past alumni records, and identify individuals with the capacity and propensity to donate. From data enhancement and hygiene, to research and lists, AlumniFinder has extensive experience with a broad range of development needs. Our knowledgeable team of experts can help guide you through the process of address verification, list acquisition, and data hygiene and enhancement. AlumniFinder can even maintain your alumni contact information and find donor prospects – as well as analyze what is currently contributing to your fundraising success and how to improve future efforts.

### COLLEGES & UNIVERSITIES AT-A-GLANCE

#### The Challenge

- Improve the results of fundraising efforts
- Identify and recruit new students
- Stay in touch with alumni

#### The Need

- Identify the best potential donors using quality data and services
- Acquire lists and analysis to help identify and recruit new students
- Understand how to attract the best students
- Find lost alumni and stay in touch with new graduates in a cost-effective way

#### The Bottom Line

- Improve student recruitment
- Boost development campaign results by soliciting the right donors at the right time
- Maintain up-to-date alumni and donor databases

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### Case Study: California State University, Chico drives fundraising results by acquiring up-to-date donor phone numbers

California State University, Chico is a leader in high-quality, accessible and student-focused higher education. But with alumni graduating each year from 23 campuses across the state it was no easy task for each individual campus to maintain clean data for their fundraising efforts. The Chico branch of the university had found that their data became old very quickly. They needed to find a way to conduct data hygiene prior to their phone-a-thons and other fundraising activities.

Working with the AlumniFinder team, CSU decided to conduct a phone append process to update their donor contact information. LexisNexis® Accurint™ data services provided the university with access to the largest database of proprietary and public information available – searching more than 10,000 data sources, and gathering information from more than 20 billion public and proprietary records that are refreshed daily with an additional one million search records. This enabled CSU to instantly keep track of alumni address changes and identify current phone numbers.

**Results:** As a result, the university was able to raise more money using AlumniFinder's batch service than they had in prior years, even with their largest phone-a-thon efforts.

### The AlumniFinder Difference

By using a full range of data resources, powerful analytics and advanced donor database technology, our knowledgeable team of fundraising experts have been working with leading hospitals, schools, universities and other non-profits since 2001 to help them quickly achieve their development goals. We are committed to understanding your needs and helping to guide you through the entire fundraising process – from identifying which donors are most able to give and give the greatest amount to managing data hygiene and enhancement. Perhaps that's why over 98 percent of U.S. colleges and universities, and the top 10 non-profits use AlumniFinder – the most widely accepted locate-and-research service available today.

ALUMNIFINDER  
5220 SUMMERLIN COMMONS BLVD  
SUITE 200  
FORT MYERS, FL 33907

888.732.0581  
CONTACT@ALUMNIFINDER.COM  
WWW.ALUMNIFINDER.COM

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