

INDUSTRY SOLUTIONS

K-12 SCHOOLS



AlumniFinder helps you identify and recruit new students, stay in touch with alumni and improve fundraising efforts.

Do you often find yourself struggling with data quality issues instead of focusing on your primary goal of raising money? This is a common problem. After all, K-12 development work requires you to efficiently recruit new students and remain in contact with alumni, while identifying which parents, friends and alumni are most appropriate for solicitation. Then, there's always the question of how to keep track of alumni – ranging from recent to long-lost graduates.

AlumniFinder's K-12 Experts Can Help Guide You

Since 2001, AlumniFinder™ has helped many of the country's leading K-12 schools recruit students, clean and enhance alumni databases, and target individuals with the capacity and propensity to donate. From data enhancement and hygiene, to research and privacy solutions, 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 better solicit in the future.

K-12 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 ones 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: Cranbrook Schools Increases Enrollment with Targeted Marketing Effort

The Cranbrook School, located in Bloomfield Hills, Michigan is one of the leading college-preparatory boarding and day schools in the country. With the goal of expanding enrollment in the upcoming school year, Cranbrook turned to AlumniFinder to develop a targeted list of potential students to invite to the school's upcoming Fall Open House.

Cranbrook and its AlumniFinder account team developed a targeting strategy and mailing list that met key criteria, for example households with children 12-15 years old living at home, in selected Chicago metro zip codes with a net worth of \$500,000 or more.

Results: After successfully delivering the data Cranbrook needed, AlumniFinder was able to help make the school's fall open house campaign a success – and even achieved very low return rates.

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.

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