

RESEARCH

LEXISNEXIS® ACCURINT®



Easily access the country's most powerful database online – and cost-effectively build a detailed donor profile in just a few clicks.

Maintaining a quality donor database takes considerable time. Not only do you need to keep contact information up to date, but there's also the constant need to build detailed donor profiles. Without this information, you can't accurately target your marketing efforts, your campaign results suffer, and you could miss the opportunity to contact a potentially large gift prospect.

AlumniFinder offers LexisNexis Accurint which is a powerful data tool that allows you to instantly find out information about a donor with the click of a button. Searches fueled with LexisNexis Accurint help you:

- Find lost alumni, donors and potential donors with a few clicks of a button
- Build fully detailed prospect reports with information regarding assets, relatives and business connections
- Manage your data hygiene costs by paying only for the data you find, rather than paying a costly, monthly subscription fee

The Process

- Start with a name and address of a donor that has been current within the last 20 years
- Conduct an online search and quickly find your donor without any doubts about the accuracy of the information
- Update your donor's address, phone, email, business information and other primary information
- Search for assets, business ownership and other assets with only a few clicks

ACCURINT AT-A-GLANCE

The Challenge

- Keep donor information current despite the large number of people that move each year
- Reduce the expense of direct mail campaigns by ensuring that costly materials reach the right person
- Research your best major gift prospects efficiently – but without costly monthly subscription fees

The Need

- Identify an efficient way to keep your database current by constantly monitoring and updating donor addresses
- Build detailed prospect files quickly by researching your best contacts online
- Conduct research without committing to costly monthly subscription fees

The Bottom Line

- Access a wealth of highly-reliable, LexisNexis® data with a cost-effective, pay-as-you-go service – rather than a high subscription fee
- Work with a knowledgeable partner that has become the premier service provider to all major educational institutions and other non-profits

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LexisNexis® Accurint® Specifications

Largest Database	Leverage one of the largest database of proprietary and public information available.
Track Changes	Instantly keep track of address changes as well as find past addresses.
Search Disparate Data Sources	Search more than 10,000 data sources, and gather information from more than 20 billion public and proprietary records that are refreshed daily with an additional one million search records.
Relevant Information	Filter, link and scrutinize data based on relevance and data duplication.
Increase Productivity	Deliver results at industry-leading speed.

The Power of Partnership

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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AlumniFinder
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