

PRIVACY SOLUTIONS

LEXISNEXIS® LINK ID™



Ensure that you remain in contact with your donors without the risk of retaining Social Security numbers in your fundraising database.

It happens all the time. Valuable donors are lost when they move from one address to another. To avoid this problem, many organizations have traditionally included a person's Social Security number in their database since it is the primary way to ensure that a person's address and other contact information remains current. However, in the age of rampant identity theft, maintaining an individual's Social Security number represents a significant liability. Laws across the country are now requiring much greater security safeguards for any database containing this type of information.

Current Information, without the Risk

LexisNexis® Link ID™ software provides a low-risk, low-cost solution for maintaining a person's current contact information. LinkID is a safe and powerful online tool that allows you to instantly find and identify an individual with the click of a button. Searches fueled with Link ID provide you with:

- Results – All the benefits of having a Social Security number without any of the data liability
- Accuracy and efficiency – Fast, optimum results reduce the need for costly and time-consuming alternatives
- Access – Access to LexisNexis®, the premier provider of data in the nation, enables you to conduct prospect research and discover more information about your best donors

LEXISNEXIS® LINK ID™ AT-A-GLANCE

The Challenge

- Improve fundraising results and lower administrative costs by automatically getting donor address changes and finding past contact information
- Address the tremendous data liability created by maintaining Social Security numbers in your donor database
- Remain compliant with federal and state legislatures that are increasing demands for data security surrounding Social Security numbers

The Need

- Maintain access to donor Social Security numbers in a legally compliant way that also minimizes data security risks
- Prevent the loss of donor addresses as people relocate
- Enable your staff to use Social Security numbers to conduct further research about prospective donors

The Bottom Line

- Minimize data liability by replacing Social Security numbers in your database with secure, unique identifiers
- Maintain accurate and current donor contact information, even as people relocate, by retaining access to Social Security numbers
- Find donors quickly and at a lower cost, by conducting instant, online searches of the nation's largest source of public and proprietary data

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LexisNexis® LinkID™ Specifications

Largest Database	Access the highly-reliable LexisNexis® database, the nation's largest source of proprietary and public information. Provided as a cost-effective, pay-as-you-go service – rather than a high subscription or annual fee.
Track Changes	Conduct an online search with just a few clicks to instantly update addresses, phone, email and other information, as well as find past addresses - without any doubts about the accuracy of the information.
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	Increase fundraising results and efficiency, while reducing expenses by focusing limited research time and resources on the most promising donors. LexisNexis Accurint helps you filter, link and scrutinize data based on relevance and data duplication.
Increase Productivity	Reduce costs and efficiently keep your records current by automating the process of monitoring and updating donor addresses. Conducting individual searches is also highly efficient, with instant, online access to the most comprehensive, accurate results available today.

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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