

LIST SOLUTIONS

LISTS AND LEADS



Find the exact donor data that you need to increase the results of your fundraising campaign.

You know a potential donor is more than a name on a mailing label. New donors are the future of your organization. You just need to find the right list so you can begin building relationships with the right donors. Because our AlumniFinder™ fundraising experts make it a priority to understand the nuances of each mailing list, we can help you achieve your goals.

Lists to Fit Your Channel and Your Objectives

By offering access to the greatest number of industry-leading data partners available and an ability to provide objective recommendations, AlumniFinder's fundraising professionals not only help you find exactly the data you need. We listen to your needs and provide guidance to help you optimize your campaign – direct mail, telemarketing or email. Whether your need is to saturate a specific area of the country or focus exclusively on key demographics or 'firmographics,' AlumniFinder will provide you with access to more qualified donors through our Lists and Leads service than competitors.

A Consultative Approach

A consultation with one of AlumniFinder's dedicated fundraising professionals starts the process. We work with you to understand the goals and requirements of each campaign. Only after fully understanding the scope of your project, do we launch into a detailed and thorough research process to identify the right list for your specific organization. Be assured that from initial contact to post-delivery support, we are with you each step of the way to help ensure that your fundraising campaign is a success.

LISTS AND LEADS AT-A-GLANCE

The Challenge

- Discover new data sources
- Increase available prospect universe
- Remedy donor fatigue

The Need

- Receive cost benefits from focused campaign mailings
- Access unbiased data recommendations
- Expand fundraising approaches

The Bottom Line

- Boost fundraising results
- Optimize the efficiency of mailing campaigns
- Receive support from the industry's most experienced fundraising experts

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Lists and Leads Specifications

Resident Occupant Mailing Lists	Sourced from the United States Postal Service, Resident/Occupant data is ideal for mailers who wish to benefit from postal discounts through saturation.
Consumer Mailing Lists	When reaching the right person at the right address is essential, our targeted consumer mailing lists identify economically active consumers with actionable demographic, lifestyle, psychographic, and transactional information.
Business Mailing Lists	Like consumers, businesses have specific needs that can be best addressed through a detailed approach to relevant firmographics. We can select businesses based on a variety of attributes that include industry, decision makers, employee size, sales volume, and more.
Specialty Mailing Lists	These niche lists go beyond traditional B2B and B2C data options to offer a variety of highly-focused segments that include ailments, email addresses for prospecting, life event triggers, new homeowners, state licensed professionals, and many more.
Response Mailing Lists	Aptly named as they are ideal for identifying responders, these lists offer mailers a means to contact individuals who have donated to a specific charity.

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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