

RESEARCH

MARKETING VERIFICATION



Reduce the number of donors you lose each year by instantly keeping track of address changes and finding past donor addresses.

With over 40 million Americans changing their addresses each year, it may seem impossible to keep your fundraising mailing lists current. Even with the help of NCOA (National Change of Address), you can still miss more than 20 percent of the individuals that move annually – particularly since the service only certifies an address, not who is getting a piece of mail.

AlumniFinder's Marketing Verification service enables you to:

- Identify whether or not a donor has moved from a specific location
- Find donors once they are considered “lost”
- Gain direct, online access to LexisNexis®, the premier provider of data in the nation

We do this through the following process:

- You send us your database of the people you suspect may have moved or have stopped donating
- Our multisource database checks to see if a donor still lives at the address listed in your records
- We supply you with a correct new address to ensure that you can reach your donor
- Our partnership with LexisNexis®, the premier provider of data in the country, ensures the highest degree of reliability

MARKETING VERIFICATION AT-A-GLANCE

The Challenge

- Improve fundraising results by keeping donor information current
- Reduce the expense of direct mail campaigns by ensuring that costly materials reach the right person
- Find consistent donors who may have suddenly stopped donating

The Need

- Identify an efficient way to keep your database current by constantly monitoring and updating donor addresses
- Find a reliable, cost-efficient way to find “lost” donors

The Bottom Line

- Produce stronger fundraising results by staying in touch with past donors
- Stop spending money mailing to old addresses when your donor has moved
- Work with the premier service provider for all major educational institutions and other non-profits
- Gain the confidence that you can find lost individuals and obtain the highest quality of data available

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Marketing Verification Specifications

An important first step to improving your fundraising results is to reduce the number of valuable donors you lose each year. AlumniFinder's Marketing Verification helps you do this by keeping donor information current.

Largest Database	Leverage 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 the most comprehensive, accurate results at industry-leading speed.

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

AlumniFinder
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