

## DATA ENHANCEMENT

# DATA APPENDS



Increase fundraising results by reaching the right people with the right message, and maintaining up-to-date donor records.

Unless you can deliver the right information to the right donor, even the highest quality fundraising materials will end up being thrown away. Yet, understanding what will appeal to your donors isn't always easy. It requires that you gain insight into your donors by filling gaps of missing information in their profiles.

## Complete, Accurate Donor Records to Boost Fundraising Results

DonorFinder's™ Data Append Services can help ensure that your donor records are up to date and aren't missing important information. We offer a range of data append services that can use your existing donor database – pulled from your DMS system or other records – and provide you with missing data related to your supporters. This information, such as email address, phone number, date of birth or other demographic data, can help you more effectively target new and retain existing donors. From Demographic and People At Work Appends, to our full suite of data and list hygiene products, DonorFinder can help you improve the results of your fundraising campaigns.

## DATA APPENDS AT-A-GLANCE

### The Challenge

- Improve fundraising results by frequently cleaning and updating your database
- Save money by sending mail only to appropriate donors
- Gain a better understanding of your donors

### The Need

- Update existing records to increase results
- Reach people at the right address and phone numbers
- Minimize the amount of time spent on manually updating your donor records

### The Bottom Line

- Boost fundraising results by ensuring that you have accurate, complete donor information
- Develop effective fundraising materials that produce results because they appeal to your donors
- Reduce costs by removing individuals that do not fit your donor profile prior to mailing a new fundraising campaign

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**Cell Phone Append Service** – In today’s market, where land line usage is steadily decreasing, marketers are searching for ways to add mobile phone numbers to their donor databases. By providing access to one of the nation’s largest databases of mobile numbers, DonorFinder’s Cell Phone Append Service gives you an important alternative means of staying in contact with your donors.

**Demographic Append Service** – Without key demographic, psychographics and lifestyle information about your donors, it is difficult to develop targeted marketing strategies to effectively reach them. DonorFinder’s Demographic Append Service helps you gain a clear understanding of the household income, age, occupation, mortgage amount, education levels, presence of children and other lifestyle characteristics of your donors. We offer more than 500 demographic, psychographic, email and lifestyle elements through our service.

**Deceased Individual Flag Append Service** – To ensure that the names of deceased individuals are removed from direct marketing lists prior to a new mailing campaign, marketers can use the Deceased Individual Flag Append Service. This prevents unwanted mail from being sent to members of the deceased’s household. Our file contains the names of over 40 million deceased individuals. When compared against other files, it typically helps to identify from one to three percent of the individuals in a file as being deceased. Part of this service is the Anchor’s Deceased Probability Index™, an approach accurately identifies only those individuals’ names that should be suppressed and removed from a mailing list.

**DOB Append Service** – Our Date of Birth (DOB) Append Service enables you to update your database with valuable age information.

**Email Append Service with a Welcome Message Deployment** – To help strengthen new donor relationships and support a cost-efficient communication strategy, DonorFinder offers organizations an Email Append Service. By first identifying a donor’s email address, the service then sends an opt-in, permission-based message to an individual. Once a response is received, the service appends the appropriate email address to the original donor record.

**People At Work** – To help identify new donors and find out who qualifies for a matching gift, People At Work can append title and employer information based solely on name and home address. We have helped hundreds of non-profits identify where their donors and prospects work as well as who might qualify for a matching gift. Through this service we have increased Annual Giving through matching gift companies without increasing the burden on donors.

**Phone Append Service** – Clearly, maintaining accurate land line telephone numbers is also essential to staying in contact with your donors, even if you don’t actively telemarket. Our Phone Append Service typically delivers a 35 to 65 percent match rate accuracy for most consumer files. The result of the process is an output file that has been updated to include current phone number information, including updated area codes on matched records. If you select the optional Do Not Call (DNC) service, we will also append a code field telling you which DNC database the client is currently listed in, including Federal DNC, selected State DNC, and the Direct Marketing Association Telephone Preference Service (DMA/TPS).

## The DonorFinder 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, and providing impartial recommendations regarding the nation’s leading data compilers, to managing data hygiene and enhancement. Perhaps that’s why the top 10 non-profits use DonorFinder – the most widely accepted locate-and-research service available today.

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