

DATA HYGIENE

DATA & LIST HYGIENE



Maintaining the quality of your donor records helps you produce more effective fundraising campaigns and higher results.

DonorFinder recommends that you keep your donor databases current by performing updates on a regular basis. This will help ensure that your donor records are accurate and your message gets to the right person. The accuracy of email addresses, phone numbers, and especially physical addresses are critical elements to increase the effectiveness of any fundraising campaign.

Addressed for Success

At DonorFinder, we believe that address quality is a basic requirement for both the effective management of donor or prospect databases, and the effective execution of any fundraising campaign. For us, the address quality process has two primary goals:

- Establishing that mailing addresses are accurate for maximum deliverability per USPS® standards, resulting in higher campaign efficiency
- Verifying that the physical address, phone number and email address are consistent with the donor you intend to reach with your fundraising campaigns

Simply running your donor records through NCOALINK® (National Change of Address) processing is a start, but it isn't enough. The addresses you work with should first be standardized to obtain the highest possible match rate. Additionally, a variety of supplementary services can help you get your messages to the right donor at the right place at the right time.

DATA & LIST HYGIENE AT-A-GLANCE

The Challenge

- Ensure the highest deliverability rate
- Achieve maximum postal discounts
- Track lifetime donor activity

The Need

- Reach the right donors at the right addresses
- Use standardized, CASS certified records
- Streamline your mailings by meeting USPS standards

The Bottom Line

- Improve fundraising results by maintaining accurate, up-to-date donor records
- Reduce campaign results by qualifying for the highest level of postal discounts
- Increase campaign response rates by soliciting the right donors at the right time

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NCOA^{Link}	NCOA provides mailers with new addresses for people that have moved in the last 48 months. This service is provided by a licensee of the United States Postal Service. NCOA provides CASS certified output, Address Standardization, Zip+4, Zip Correction, Carrier Route Coding. NCOA meets Move Update requirements, and prevents mailers from accruing additional mailing costs.
CASSTM System	The CASS process includes Address Standardization, ZIP Correction, ZIP+4 Appending, Carrier-Route Coding, Delivery Point Coding, Error Message Code, CASS Report and NDI Report. The ZIP+4 directory is updated on a monthly basis to provide the most accurate data available.
LACS Link[®] System	LACS enables mailers to update their lists when addresses have been converted by local authorities. LACS improves deliverability and enables mailers to identify potential duplicates between name and address records that have the original address and those that are already using the new converted address.
Delivery Sequence File Second Generation DSF2[®]	DSF2 improves the delivery of mailings by validating and standardizing the incoming address utilizing the United States Postal Service database which allows validation of all 145+ million delivery points. DSF2 processing is based on a United States Postal Service approved matching process. Addresses are identified as business versus residential delivery points and Pseudo Delivery Sequence Numbers for walk sequence postal discounts are provided. DSF2 processing attempts to correct, standardize, and verify that the addresses on a mailing list are deliverable. It also provides a Deliverability Index Report to help mailers decide whether to mail to a specific address.
Deceased Processing	Deceased processing enables mailers to eliminate the names of deceased individuals from their mailing lists. It ensures that members of the deceased's household are not sent unwanted mail. Our file contains over 40 million deceased individuals, usually resulting in identifying 1 percent to 3 percent of the file as no longer viable contacts.
Prison Suppression	Our prison file is compiled from records obtained from correctional departments, probation and parole authorities. We suppress in a single pass addresses of all U.S. federal prisons, state prisons, county correctional facilities.

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 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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