

## LIST SOLUTIONS

# EMAIL FUNDRAISING SERVICES



Use cost-effective email communications to improve fundraising results, while developing your donor relationships.

Email-based fundraising continues to grow as an effective approach for development professionals to improve campaign results by communicating with existing donors and reaching out to new contributors. With DonorFinder as your email fundraising partner, you'll realize new efficiencies as you build loyalty and find new donors – while staying in full compliance with the latest email regulations.

## Clean, Current Email List Sources for Better Performance

Of course, just like any fundraising tool, email is only as good as the addresses upon which a campaign is built. DonorFinder Email Fundraising Services can provide you with fast access to more records, including a universe of 150 million email prospects and 200 million email addresses that can help you update and fill any gaps in your donor database. You can also update your donor records with data from any one of more than 250 fields of information, such as:

- Geographic Areas
- Demographics
- Lifestyles and Interests
- Behavioral Data
- Transactional Data
- B2B Data

## EMAIL FUNDRAISING AT-A-GLANCE

### The Challenge

- Improve email campaign results
- Acquire email addresses
- Comply with the CAN-SPAM Act

### The Need

- Find a reliable, yet cost-effective way to communicate with potential and current donors
- Expand fundraising touch points
- Improve fundraising response rates and results

### The Bottom Line

- Improve development results through the industry's most cost-effective fundraising tool
- Create personalized, relevant, coordinated and interactive communication
- Integrate email with other fundraising programs
- Secure high quality email addresses that produce higher response rates
- Execute and quickly deliver results with fewer resources

## LIST SOLUTIONS

# EMAIL FUNDRAISING SERVICES

### Email Marketing Specifications

**Email Prospecting** uses detailed demographic, 'firmagraphic' and lifestyle options as an efficient, cost-effective way to reach donors. The effectiveness of messages delivered directly to intended recipients is measured through detailed tracking reports.

**Email Append with Welcome Message Deployment** is a matching process that identifies a donor's email address, sends an opt-in, permission-based message and then adds the appropriate email address to the original donor record. This process helps solidify donor relationships, enabling organizations to have a lower cost approach to communicate with their contributors.

**Email Verification and ECOA Processing** (Email Change of Address) can track donors who open and close email accounts from various ISP's, update your records with new email addresses, provide permission confirmation messages, and return files updated with the recorded changes and opt outs. Match rates vary from 12 to 20 percent.

**Email Match and Deploy** can be used with donor prospect files or to those records where a relationship cannot be clearly established. This alternative to typical email append services does not provide the donor the matched email addresses. Email messages are deployed under the same parameters as a standard email campaign rental and deployment program.

**Reverse Email Append** can be applied to add postal addresses and contact names when a donor record contains only email addresses. The match rate on records is generally around 40 percent. Demographic appends are available for an additional fee.

**Email Deployment** can be used with donor email files to deliver the campaign message through white-listed servers for better deliverability. With complete reporting throughout the campaign lifecycle, we provide unlimited options for campaign testing and execution. And, our proven technology and strong relationships with key vendors ensure that your email program runs smoothly.

### 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.

DONORFINDER  
5220 SUMMERLIN COMMONS BLVD  
SUITE 200  
FORT MYERS, FL 33907

888.732.0581  
CONTACT@DONORFINDER.COM  
WWW.DONORFINDER.COM

**DonorFinder**  
A DIVISION OF ACCUDATA