



Produce stronger direct marketing results and receive postal discounts of up to 20%, by keeping your donor information current.

Delivering the right information to the right person. It's the first step to finding new and keeping current donors. But, with over 40 million Americans changing their addresses annually, maintaining a high-quality mailing list isn't easy. That's why DonorFinder™ recommends performing a United States Postal Service (USPS)® certified NCOA^{Link}® (National Change of Address) process on a regular basis. This solution makes electronic change-of-address information available to mailers in order to help reduce undeliverable mail even before it enters the mailstream.

But while running your files through NCOA^{LINK} processing is a start, it often isn't enough. The addresses you work with first need to be standardized to obtain the highest possible match rate. Additionally, a variety of supplementary services can help you improve your campaign results and reduce costs.

The experts at DonorFinder understand that standardized and corrected addresses are the best option when it comes to consolidating donor history. With certified tools that help increase campaign ROI and qualify you for postal discounts of up to 20 percent, DonorFinder's Data and List Hygiene solutions will help you ensure that your message reaches the right person every time. Plus, DonorFinder will work with you to create the right hygiene program for your development situation and customize our tools to your specific marketing needs. We can help:

- Ensure that your mailing addresses are accurate to maximize deliverability per USPS® standards and improve campaign efficiency
- Verify that the physical addresses, phone numbers and email addresses are consistent with the individuals targeted by your marketing campaigns
- Conduct regularly-scheduled address hygiene to meet USPS requirements and qualify for postal discounts
- Ensure that your records are carrier-route coded and have bar codes to qualify for deeper discounts
- Reduce postage costs and increase campaign response rates through better targeting

NCOA^{LINK} AT-A-GLANCE

The Challenge

- Ensure the highest deliverability rate for your direct marketing campaigns
- Achieve maximum postal discounts
- Track lifetime client activity

The Need

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

The Bottom Line

- Conduct regularly-scheduled address hygiene to meet the USPS requirement that qualifies you for postal discounts
- Receive deeper discounts when your records are carrier-route coded and have bar codes in place
- Reduce your postage costs and help increase your campaign response through better targeting

ADDITIONAL DATA & LIST HYGIENE SPECIFICATIONS

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 USPS. NCOA provides CASS output, Address Standardization, Zip+4, Zip Correction and Carrier Route Coding. NCOA meets Move Update requirements and helps prevent mailers from accruing additional mailing costs.

CASS[™] 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 an incoming address utilizing the USPS database, which allows validation of all 145+ million delivery points. DSF2 processing is based on an USPS-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 also attempts to correct, standardize, and verify that the addresses on a mailing list are deliverable and provide a Deliverability Index Report to help mailers decide whether to mail to a specific address.

Deceased Processing – Deceased processing enables mailers to eliminate deceased individuals from their mailings prior to a promotion. 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.

Prison Suppression – Our prison file is compiled from records obtained from correctional departments, and probation and parole authorities. In a single process, we are able to suppress addresses of all U.S. federal prisons, state prisons, county correctional facilities and city jails.

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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