

DONORFINDER PRODUCTS OVERVIEW



Increase fundraising results by efficiently staying in touch with donors, identifying new supporters and keeping your records up to date.

Since 2001, DonorFinder's knowledgeable team of fundraising experts have worked with leading schools, universities, hospitals and other non-profits to help them quickly achieve their development goals. In fact, 98% of U.S. colleges and universities, and the top 10 non-profits use DonorFinder – making it the leading locate-and-research solution available today.

Solutions for Your Fundraising Needs

Our fundraising solutions can help you efficiently maintain the accuracy and completeness of your donor records, locate lost donors, and use analytics to identify supporters with the greatest ability and likelihood to donate. By performing updates to your database on a regular basis, we can also help ensure that your fundraising message gets to the right person.

If you need to acquire additional donor lists, we can provide impartial recommendations regarding the nation's leading data compilers. Or, if you want to better understand what is currently working with your fundraising process and how to better solicit in the future, we can conduct an analysis for you. No matter what your needs are, our knowledgeable team of development experts can help guide you through the entire fundraising process.

PRODUCTS AT-A-GLANCE

LexisNexis® Accurint®

Easily access the country's most powerful database online – and cost-effectively find donors and build detailed profiles in just a few clicks.

Data Append

Data Append Services help you fill gaps in your existing donor data, and gain access to demographics, deceased records, land-line and mobile phone numbers, and even email addresses.

WealthScore

Gain valuable insights into a prospect's wealth through WealthScore, an accurate indication of an individual's tendency to give.

LexisNexis® Link ID™

Replaces Social Security numbers in your database with a unique code. Developed by Lexis-Nexis®, this unique identifier helps you to never lose a donor or an alumnus again, while avoiding legal risks associated with maintaining donor Social Security numbers on file.

NCOA^{Link}®

Maintain the most accurate addresses for your prospects, reduce undeliverable mail and receive postal discounts by performing USPS-certified NCOA^{Link}® (National Change of Address) process on a regular basis.

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DonorFinder Data Append Services

Phone/Cell Phone Append

- Enhances outbound calling efforts by updating your list with the most accurate phone number available. This is increasingly important, since over 25 percent of U.S. households now utilize only cell phones.

Deceased Append

- Reduces campaign costs by removing records associated with deceased individuals from your mailing lists.

Email Append

- Adds email addresses to your current internal donor file to enable you to use more of a multi-channel marketing approach. Industry match rates are roughly eight to 10 percent, without 'bounces.'

Demographics

- Allows you to enhance your current in-house donor file with various consumer elements, including, Age, Income, Number of Children, and other Lifestyle Elements

WealthScore

- Provides a score from one to 10 for each name on your list indicating their relative ability to give (rank order with one being the highest and 10 being the lowest).
- Supplies additional data that is critical to focusing your research, including estimated net worth, income, home value, presence of children and propensity to spend.
- Uses industry-leading matching accuracy to ensure that we've matched the right information to your prospects, focuses limited research time and expenses on the most promising prospects
- Helps you develop more effective creative marketing

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- Helps you instantly keep track of address changes as well as find past addresses by using the largest database of proprietary and public information available.
- Searches more than 10,000 data sources, and gathers information from more than 20 billion public and proprietary records that are refreshed daily with an additional one million search records.
- Filters, links and scrutinizes data based on relevance and data duplication.
- Delivers the most comprehensive, accurate results at industry-leading speed.

NCOA^{LINK™}

- Provided by a licensee of the United States Postal Service (USPS), NCOA enables mailers to access current addresses for people that have moved in the last 18 months.
- Supplies CASS-certified output, Address Standardization, Zip+4, Zip Correction, Carrier Route Coding
- Meets Move Update requirements, enabling mailers to qualify for postage discounts

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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