# Data Quality Report

## Gain a detailed understanding of the overall health of your database

With an estimated 45 million Americans moving annually, maintaining the contact information within your fundraising database is essential to increasing responses while lowering marketing costs. To check the accuracy of your database, trust AlumniFinder, a leading data enhancement and analytics provider to nonprofits and higher education institutions alike, and the Data Quality Report.

### The Data Quality Report helps you by examining and confirming:

- Which **addresses** are accurate and how many new addresses can be found
- How accurate your **phone numbers** are along with how many **additional landline and cell phone numbers** can be identified
- The number of **deceased individuals** within your database
- The number of **dates of birth** that are available

Results will be provided in an easy to read format that includes the number of records input and confirmed, along with the number of new records found.

To obtain a roadmap to improve the health of your database, contact Alumnifinder today at 888-732-0581.

| Data Element: | Total Records: | Percent of input: |
|---|---|---|
| Confirmed Addresses | 203,858 | 63.31% |
| New Addresses | 100,078 | 31.08% |
| Confirmed Cell Phones | 39,059 | 76.69% |
| New Cell Phones | 157,902 | 49.08% |
| Confirmed Home Phones | 174,224 | 67.32% |
| New Home Phones | 87,001 | 27.04% |
| Confirmed Date of Birth | 185,855 | 62.71% |
| New Date of Birth | 70,208 | 21.82% |
| Deceased Individuals | 1,378 | 0.04% |

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www.alumnifinder.com

## A Roadmap to Data Health

The Data Quality Report will serve as a roadmap for areas of recommended improvement along with a plan on how to ensure you stay in touch with your base. Beyond updating your vital donor information, we can provide the following services:

- Email Appends
- Employment Appends
- Likelihood to Give Models
- Wealth Screening Tools
- Donor Acquisition Lists and more

To get started with your Data Quality Report, we will need an input file of 75,000 or more alumni or donor records. The supporter's name and last known mailing address are required. You can also include landline and/or cell phone numbers and birthdates — we'll examine those as well. Your Data Quality Report will be complete within 3 - 5 business days.

## The AlumniFinder Difference

Since 2001, AlumniFinder, a leading locate and research solution provider, has helped both higher education and nonprofit institutions quickly achieve their development goals by implementing a full range of data resources, powerful analytics, and advanced donor database technologies. Our dedicated team of knowledgeable fundraising experts is committed to understanding your needs and helping guide you through the entire fundraising process, from identifying giving potential to managing data enhancement and hygiene.

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