

AlumniFinder Use Case: Multi-Campus University System Relies on AlumniFinder to Update Records

The Objective:

A large, multi-campus university system sent out a Request for Proposal (RFP) in January 2014 to have alumni records updated with postal addresses, email addresses, and cell phone numbers. The university's system office distributes the completed data files to various campuses throughout their home state for use in fundraising projects and outreach programs with their alumni.

The Solution:

Staying in touch with graduates is not an easy task, let alone finding lost alumni. Since 2001, AlumniFinder has helped many of the country's leading colleges and universities recruit students, ensure the accuracy of new and past alumni records, and identify individuals with the propensity to donate.

AlumniFinder won the RFP bid process and since then has done a number of other projects to supply updated alumni records to the university system.

- **Data Hygiene:** Produce stronger direct marketing and fundraising results by ensuring that address attributes are standardized and corrected before mail enters the mail stream
 - **AlumniFinder Batch:** Update key contact details and life changes of your alumni/donors for a fraction of the cost (and time) it would take to do so online via individual record look-ups
 - **Demographic Enhancement:** Develop personalized and well-targeted donor appeals with the addition of data-driven demographic intelligence and multi-channel contact details to your database
 - **Marketing Verification:** Reduce the number of donors you lose each year by instantly keeping track of address changes and the identification of new addresses for your base
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The Outcome:

AlumniFinder's knowledgeable team of experts helped guide the university client through the process of address verification, enhancement, and data hygiene.

The client shared: "We chose AlumniFinder for two primary reasons: price and reputation. Being a public agency, we always have to consider price as part of the equation. We have not had anyone match the price and content of AlumniFinder."



"The customer service with AlumniFinder has been terrific. The process has been very simple and straight forward with an incredibly quick turnaround time on projects."

University Research Specialist

About AlumniFinder

AlumniFinder, a leading locate and research solution provider, helps 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.