

AlumniFinder Solutions Overview

Improve development and fundraising results by staying in touch with your valued contributors

Find lost alumni or donors, identify new supporters, and update your existing database with AlumniFinder, a leading locate and research solution provider. AlumniFinder helps educational institutions and nonprofit organizations quickly achieve development and fundraising goals by implementing a full range of data resources, powerful analytics, and advanced database technologies.

Our dedicated team of knowledgeable fundraising experts is committed to understanding your needs and helping guide you through the entire development and fundraising process, from identifying giving potential to managing data enhancement and hygiene.

Solutions to Improve Development and Fundraising Results

Ensure that your development and fundraising messages are getting to the desired audience by performing updates to your database on a regular basis. In doing so, you and your team will:

- Maintain the accuracy and completeness of your database
- Locate lost alumni and donors and update their contact information with single-record look-ups or batch append capabilities
- Use custom analytics to identify those that have the greatest ability and likelihood to donate

To better understand what is currently working with your development or fundraising process and how to better solicit in the future, allow us to conduct an analysis for you. Regardless of what your needs are, the AlumniFinder team can help guide you through each step of the process.



Elements of Improved Fundraising

1

Update your existing database in order to find lost alumni or donors

2

Discover which new supporters are the most likely to give

3

Segment data to target communications and customize ask amounts

To improve your development and fundraising initiatives, contact AlumniFinder today at 888-732-0581.

Data Enhancement

Fill in the gaps in your existing database and gain access to several decades of increased intelligence including contact details and demographic attributes.

Address Appends — Locate and add the best address for alumni/donors to your current database. This service also provides name updates.

Phone/Cell Phone Append — Enhance outbound calling efforts by adding the most accurate telephone number, be it landline or mobile.

Email Append — Utilize a multi-channel approach to fundraising initiatives by adding email addresses for your alumni or donors.

Date of Birth Append — Add an additional layer of supporter identification with the addition of the individual's full date of birth.

Deceased Append — Prevent unwanted solicitations by removing the names of deceased individuals from your campaigns.

Demographic Append — Add value to current records through the addition of valuable demographic elements including age, income, number of children, and more.

Employment Append — Explore the professional side of your alumni or donors with employment data and matching gift information.

LexisNexis® Accurint®

Easily access the country's most powerful database online and cost-effectively find lost donors. Perform single record look-ups or benefit from our Batch update capabilities.

Custom Modeling

Benefit from insight into which of your alumni/donors have the likelihood and ability to give with AlumniFinder's custom modeling solutions.

Wealth Screening Services

Gain valuable insight into a donor/perspective donor's wealth and philanthropic tendencies through our Wealth Screening tool and Wealth Scoring service.

Detailed Wealth Profile

See an individual's comprehensive wealth details along with their philanthropic giving history; this information can be used as an accurate indication of their capacity to give to your organization.

Wealth Indicators — Additional data (including estimated net worth, income, home value, presence of children, and donor indicators) is supplied and can be used to craft

a custom score to help determine individuals with the highest capacity to give.

NCOA^{LINK®}

Maintain the most current addresses, while reducing undeliverable mail and receiving postal discounts by performing USPS®-certified NCOA (National Change of Address) on a regular basis.

18 Month Service — Records are passed through the USPS Change of Address database to capture moves that have occurred within the last 18 months.

Move Update Compatible — NCOA is a Move Update compliant process and will help to ensure that your list meets postal guidelines. NCOA processed files include a CASS-certified output that provides address standardization, zip code correction, addition of the zip + 4, and carrier route coding.



AlumniFinder Batch Services

Reduce returned mail volume and the associated expense with batch processing services

What would it mean to you and your development or fundraising staff to quickly and accurately update essential alumni or donor information for a fraction of the cost (and time) that it would take to do so online? AlumniFinder's Batch processing services can do just that.

Save Time and Money by Electronically Screening Your Entire Database

The power of our 20 billion-plus record data repository is coupled with deep data expertise to perform complex updates and processing functions with ease. AlumniFinder's dedicated team of data experts are able to combine and manipulate disparate data sources into comprehensive files of alumni and donor intelligence. In a single pass, we update your file with:

- Contact Names
- Postal Addresses
- Telephone Numbers
- Email Addresses
- Wealth Indicators
- Deceased Flags

Additionally, our Batch process screens your database to correct and standardize contact data, identify spelling and data input errors, and remove duplicate records.



To update your entire database in one simple pass, contact AlumniFinder today at 888-732-0581.

Product Specifications

Proven Data — Leverage the largest database of proprietary consumer information available. More than 10,000 sources of data result in a file of ~20 billion records that are refreshed with one million additional search records each day. You'll improve development and fundraising initiatives by utilizing the most current information available for your alumni and donor communications.

Find Changes — Instantly identify and track a variety of name, address, and life changes as well as finding past addresses/telephone numbers that can prove essential for verification purposes. Inaccurate and erroneous information will be detected before your campaign enters the mail stream, saving your organization valuable marketing dollars.

Application— Apply changes and utilize new found intelligence to segment communications and ask amounts, while producing stronger results by staying in touch with alumni and donors. Through the use of wealth indicators, you'll uncover likely donors and better understand their ability (and likelihood) to give.

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.

