Email Fundraising Services

Use cost-effective email communications to improve development and fundraising results

Email-based initiatives continue to grow as an effective approach for development and fundraising professionals to improve campaign results by communicating with current bases and prospective contributors. With AlumniFinder as your email fundraising partner, you will:

- Realize new efficiencies as you build loyalty among existing alumni/supporters
- Identify new donors willing to support your mission
- Follow email marketing best practices and industry guidelines
- Stay in full compliance with the latest email regulations

Email Lists Designed for Optimum Performance

Of course, just like any fundraising tool, email is only as good as the addresses upon which the campaign is built. AlumniFinder Email Fundraising Services can provide you with fast access to an opt-in universe of more than 150 million email prospects and 200 million email addresses that can be used to update/fill in the gaps within your database. You can also update your records with data from any one of more than 250 fields of information, including:

- Geographic Areas
- Demographics
- Lifestyles/Interests
- Behavioral Data
- Transactional Data
- B2B Firmagraphics

To create multi-channel development and fundraising campaigns, contact Alumnifinder today at 888-732-0581.

Product Specifications

Email Deployment — Optimize the deliverability of your next email message to alumni and current donors with AimConnect, AlumniFinder's managed deployment service. With complete reporting throughout the campaign lifecycle, we provide unlimited options for testing and execution. Our proven technology and strong relationships with key vendors ensure that your email program runs smoothly.

Email Prospecting — Use detailed demographic, firmagraphic, and lifestyle attributes as an effective means to reach a perspective new donor audience that has been exclusively targeted for your message. Detailed tracking reports measure essential performance metrics such as deliverability rates, opens, and clicks.

Email Append with Welcome Message Deployment — A matching process identifies an alumni's or donor's email address and then sends them a welcome message with an opt-out opportunity included. Email addresses of those that don't opt-out are then added to your database for future marketing initiatives.

Reverse Email Append — Add contact names and postal addresses to alumni and donor records that only contain email addresses. Average match rates for reverse email appends are 15 - 25%. Demographic attributes and lifestyle data can be added for an additional fee.

Email Verification and Email Change of Address — Track alumni and donors who open and close email accounts from various ISPs and update your records with the new email addresses. Once a change has been identified, a permission message is delivered before the information is added to your existing database. Average match rates range from 15 - 25%.

Email Match and Deploy — A useful tool for prospect files or when the relationship with a alumni/donor cannot be clearly established. This alternative to typical email append services does not provide the matched email address; email messages are deployed under the same parameters as a standard email campaign rental and deployment program.

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.

AlumniFinder
BY ACCUDATA

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