

# 5 Essential Steps for Nonprofit Growth

A Marketing Solutions Guide



[www.alumnifinder.com](http://www.alumnifinder.com)



## AlumniFinder

BY ACCUDATA

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# Introduction

Imagine getting 400 new donors in just a week's time. Imagine if that was followed by a \$5,000 check. Imagine meeting all of your fundraising goals, while spending less money to get your appeal in the hands of donors.

This might sound like a dream, but it's not! While most nonprofits simply use their existing database of past donors and supporters to ask for giving, there are more effective ways to reach out to your donors. Many nonprofits also have great stories to tell, but don't tie these into their marketing efforts effectively to create new donors or attract volunteers.

When you use the right tools and tell your story well, the results can be amazing. The numbers we mentioned above aren't fiction, and they can be your reality.

The 5 Essential Steps to Nonprofit Growth guide will tell you how to identify your best donors, find your lost donors, tell your nonprofit's story, use the right channels to send your message, and acquire more new donors with effective data-driven marketing techniques.



# 1. Identify Your Best Donors

Food banks depend on donations in the weeks leading up to Thanksgiving to raise funds in an effort to provide thousands of meals for people in their community throughout the year. For many nonprofits, end-of-year fundraising campaigns (which should kick-off on #GivingTuesday) are equally important to your efforts.

However, identifying the best donors in your database is a tough challenge. Segmenting your donors and supporters based on past giving is a helpful technique since past giving behaviors are closely linked to and can be predictive of future giving.

Even with this type of segmentation, some people who gave last year might not give this year and vice versa. It's important to know which people in your database are most likely to act on a donation appeal. By more accurately pinpointing exactly who will be willing and able to donate, you'll reach your fundraising goal. For food banks throughout South Florida, getting this information helped them more accurately target and reach out to those most likely to respond to their request to "Set An Extra Place at Your Table this Thanksgiving."



"Using your analytics, we developed a more precise donor profile," said Brian Weiner, President of One to One Group, who was responsible for the food bank giving campaign. "It's one of the first times I've ever recommended mailing fewer pieces. We went with quality of contacts over quantity and the yield has been far stronger this year."

AlumniFinder's DonorView tools can be used to segment your list based on who is most likely to respond to your donation appeal as well as the appropriate ask amount. Using prospect modeling, nonprofit food banks in South Florida surpassed their revenue goals for their annual Thanksgiving donation campaign.

If you want to take your efforts a step further, you also can have your current donor database enhanced with important information. For example, knowing that there are children present in the household or the value of someone's home can help you identify your best potential donors. Likewise, a deceased append is useful for avoiding sending appeals to those who have passed on, while a bankruptcy append can help you remove people unable (or unlikely) to give.

Beyond knowing who is most likely to respond via modeling tools, it's useful to enhance your database with key characteristics and interests that will allow you to segment your audience even further. Using this technique, you can identify even more of your best donors and create personalized appeals.



### **Tip: Increase Responsiveness with Multi-Channel Appeals**

Remember that people are more likely to act when they see your donation appeal in several different ways, so follow-up on a direct mailing with an email message, social media postings and ads. Strategies that use more than one method to target the same group are proven to get a higher response rate — up to 35%, studies show.

*2016 Litmus Email Design Conference*



## 2. Find Your Lost Donors

If you depend on your end-of-the-year marketing campaign to produce a certain fundraising amount each year, you need to ensure that you have accurate contact information for your repeat donors. The same donors may continue to give or they may move away and lose touch with your organization.

Losing a donor who has supported you consistently in the past is extremely detrimental to your fundraising efforts. If this happens too often, it can result in a serious loss of revenue for your nonprofit.

It's critical to keep your database information up to date, and there are two main ways you can accomplish this: either by finding information of a single missing person or by updating your entire list. In order to determine which option is best, you may want to consider getting AlumniFinder's Data Quality Report, which can show you where your records are missing information or need to be updated.

The Data Quality Report can serve as a roadmap for areas in your database that need improvement, showing the number of deceased individuals and the number of

addresses that are inaccurate. Besides identifying incorrect phone numbers, it will also show how many additional landline and cell phone numbers can be identified for your database.

If you notice you are missing only one key donor, you might be able to reach out directly to that person to get updated contact information – perhaps that supporter has moved since last year, but the cell phone number still works. However, if you're still having trouble, a service like AlumniFinder's Accurint can be used to track down that individual's personal records so you can reach out and update your database successfully.





Another way to clean and update your database is to use AlumniFinder Batch, which can update key information about each of your donors in a single pass. This is perfect for times like planning a phone-a-thon, when you don't want to leave your information up to chance, or when you want to ensure a successful return on your marketing efforts.

AlumniFinder Batch also screens your database to correct and standardize contact data and remove duplicate records. Batch can update contact names, postal addresses, telephone numbers, dates of birth and flag deceased members of your database.

"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," said one happy client who used AlumniFinder to update critical information about their university alumni.

**Tip:** A database decays at a rate of about 25% a year. Think about the lifetime of your supporter records. Is your list 50% or even 75% inaccurate? Don't miss out on donations due to faulty information!



## 3. Tell Your Story

Started by a 25-year-old with an initial investment of just \$25, Pencils of Promise is now a global nonprofit building schools in countries all over the world. For many nonprofit workers, this might seem like a pie-in-the-sky dream of what you can do. However, this kind of global success and recognition really boils down to one key element: telling your story well.

Most nonprofits have an incredibly worthy cause or goal, but if you're not sharing it in a simple, human-to-human way, potential supporters might not ever connect with you. Pencils of Promise is hugely supported because they are great at telling their story in a way that resonates with outsiders.

At the heart of many impactful nonprofits are marketers telling great stories. WaterAid doesn't build wells, they save infants from dying. St. Jude's isn't just a hospital; it's a place that saves the lives of countless children. Pencils of Promise isn't just a place that builds schools, they're creating the future.

The most effective story that Pencils of Promise has told for years is a 40-second video clip of three little girls in

Laos playing with letters on a chalkboard. They had no teacher and no classroom, until they became some of the first preschool students at a Pencils of Promise classroom. In a follow-up photo, you can see the same three girls sitting in their classroom months later.

It's not high quality footage, and the clip is short, but the message is powerful and gets down to the roots of what this nonprofit wants to achieve.

Who you tell your story to is also important to keep in mind, as your marketing efforts should always reflect a key audience. If you're trying to attract new donors or supporters, one way to do so is through prospect lists. This is particularly good for smaller nonprofits or organizations that haven't existed for very long and may not have had time to build up a database of their own. Alternatively, it's important to do this when you start to notice a drop-off in your engagement. This may be a sign that you've marketed too many times to the same group of people (in most cases, your existing database).



Prospect lists are made up of potential donors or organizational supporters who might be interested in what you're doing, based on key information about your cause and also their behaviors and interests. It's a great way of finding new individuals to support your work, so don't dismiss the value of prospect lists to enhance your marketing efforts.

Focus your fundraising campaigns on the right audience with highly targetable consumer lists. These databases are commonly compiled from sources that include buying activities, public records and consumer surveys. You can choose from a variety of demographic, lifestyle, psychographic and transactional selects that are most relevant to your organization's mission.

Information you can receive includes donors by cause/organization, donors by dollar amount, financial data, registered voters/political party, and many other key attributes. Another way of reaching out is by saturation, meaning you mail to everyone in a specific geographic area of your choice. This is ideal for local nonprofits or organizations that operate in a specific area since it allows you to make the most of your budget by using postal discounts to reach a new audience with your cause.

In addition, AlumniFinder has response lists available, which allow you to identify prospects by activities and affinities. Response lists, also referred to as managed lists, are highly sought after for their ability to pin-point consumer segments based on what they do. Through response lists, you have the ability to identify consumers that have raised their hand and made an inquiry regarding your cause.



**Tip:** Video is a fantastic way to convey emotion and get a great response from potential supporters. If you can tell your nonprofit story with a video, do it!



## 4. Use the Right Channel

Simply telling your story isn't enough to guarantee success. It's a step in the right direction to catch someone's attention, but you also need to be reaching people in the right way. The best way to ensure you're reaching your audience is through a multi-channel marketing approach.

A multi-channel marketing approach is when you carry a message across different media, so instead of simply sending out an appeal in the mail, you follow up with emails and even social posts or digital display ads. You know that feeling you get when you tune in on something new and suddenly you start to notice it everywhere? This has a similar effect. It also comes with an overall better response rate for your fundraising and marketing!


Beyond simply posting to your Facebook page, you can do more targeted postings (sponsored posts) that will reach directly to the same group as your email and mailing list. This retargeting method is a great way to continue reaching the same group of your best potential donors to encourage them to give or to target supporters you want to take another specific action.

Another great way to connect with your supporters online is by engaging with them directly. If you need help finding your supporters on social media, AlumniFinder's social media append can add this information to your database records.

Also consider digital display advertising as viable channel. Whether coupled with email as a retargeting initiative, or used as a complement to a direct mail fundraising campaign, IP targeting will display banner ads to specific individuals based on their IP address. Think of IP targeting as direct mail delivered digitally!

IP targeting can also be used to reach desired audiences attending large venues. Your appeal can be served to any mobile device while the owner is connected to an arena, convention center, hotel, or school's WiFi.

These methods make it easier than needing to search down every key person you want to connect with online.

A young man with dark hair and glasses, wearing a light blue button-down shirt, is smiling and looking off to the side. He is holding a tablet computer in his hands. The background is a blurred green field with trees, suggesting an outdoor setting.

Email and social marketing are tools you definitely shouldn't overlook if you want your marketing campaigns to make a splash. Just think of how effective the ALS Ice Bucket Challenge was, largely because of how well it performed on social. But, did you know that they were also following up their efforts with an email campaign? When you donated as part of your Ice Bucket Challenge, you also got an email follow-up.

Digital marketing is an essential part of any multi-channel marketing campaign seeking effective results. Plus, if you need assistance setting up or deploying your emails, or help with your social media marketing, AlumniFinder has a team of experts to help you with both of these important efforts.

**Tip:** Use video and photos when creating any social posts for better engagement with your audience! Social platforms reward high engagement with better placement in feeds, so don't miss this important step.



## 5. Get More New Donors

In order to continue growing your cause and make an impact, you need support from donors and volunteers. Creating buy-in from these all-important groups is something that the marketing department and development office should work together on year round. While your current network of supporters is a great asset, it's valuable to continue attracting new donors and volunteers as well.

#GivingTuesday is a great day of the year for attracting new donors who have not given to your organization before. Every year, #GivingTuesday donations have increased dramatically, so don't miss out on this unique opportunity to get new people in your doors. Once they are in your system, don't forget to follow up with these new donors and keep them engaged in what you're doing.

In addition to the prospect lists we mentioned earlier, if you want to reach out to a fully new group of people, there are two key ways you can do this: DonorView and WealthScreening.

### **DonorView**

AlumniFinder's DonorView features two distinct tools that are designed to help you identify your best prospective donors. DonorView's predictive modeling allows you to compare datasets to find prospects with probability to respond or make donations. This list of prospective donors is made up of the people who are most likely to give to your cause, helping you reach your fundraising goals.

DonorView's second tool generates a list of prospective donors who look just like your best current donors. Analyzing your existing database information, this profiling tool identifies new donors for you based on who has given to you in the past. AlumniFinder's access to more than 191 million records can create a custom prospect list based on this tool, helping you find more new donors who are just as supportive of your organization as your best current donors.



## Wealth Screening

Another great way to find donors or volunteers is through your board and senior staff. You never know who these individuals might be connected to, so it's a great idea to find any people they know or who they have worked with in the past who could support your organization. AlumniFinder's Wealth Screening can help you find these important types of connections among your staff and board members.

With the data AlumniFinder has available, using Wealth Screening or DonorView can help you identify new prospective donors who are most likely to respond. These helpful tools allow you to get not only the data you need to drive success in your fundraising and marketing, but also ensure that it's focused on segments of people who care about what you're doing and are likely to respond to your cause.

**Tip:** 79% of Americans would rather have a charitable gift given in their honor than get a gift they won't use. Offer an easy way for people to donate as a holiday or birthday gift for a loved one to get new donors.

*American Red Cross Survey*







# Bringing It All Together

When you tell a great story and share it with the right group of people, the results for your organization can be outstanding. It is well worth the investment to find the right way to help people understand and feel for your cause as well as getting that message into the hands of your most responsive supporters.

Before you send out your next marketing campaign, remember that you can do the following to help make it a success:

- Identify the individuals who are most likely to respond
- Update your database to ensure accuracy when sending
- Tell your story with emotion and show people what you are accomplishing
- Use the right channel to share your message
- Get more new supporters in your doors

Remember if you need help, AlumniFinder is here to assist you with reaching your development, fundraising and marketing goals!



# Capabilities Overview

Nonprofit organizations face a unique challenge in securing funds to support mission achievement, while identifying who will provide that funding. Even if you have an idea as to who your ideal donor is, how do you go about finding more like them? AlumniFinder can help to answer these questions and take the guesswork out of your development efforts.

AlumniFinder's fundraising experts help leading nonprofit and higher education institutions quickly achieve their development goals. From identifying giving potential, to a variety of data-related and digital fundraising services, we are committed to understanding your needs and helping guide you through the entire fundraising process.

Our knowledgeable team of nonprofit experts can help you through:

- Locate and Research Capabilities
- Wealth Analysis
- Modeling Analytics
- Data Enhancement and Data Hygiene
- Digital Solutions and more

## Locate and Research

### **Data Quality Report**

Gain a detailed understanding of the overall health of your donor database with a report that notes where critical contact details like addresses and telephone numbers need updated.

### **AlumniFinder Accurint**

Easily access the country's most powerful online database to cost effectively find lost donors. Perform single record searches or benefit from our Batch update capabilities that process your entire donor file in a single pass.

### **LexID™ Append**

A proprietary linking technology that serves as a unique identifier to create data connections about an individual, business, or assets from disparate sources.

## Wealth Analysis

### **Wealth Screening**

Identify an individual's capacity for giving as well as the likelihood that they will support your mission with a variety of searches performed using a combination of public record data and proprietary philanthropy databases.

### **Wealth and Giving Report**

Receive a detailed report that summarizes key points of your donors' wealth and philanthropic activities including Total Dollars Given, Capacity Range, and Major Gift Index.

### **Wealth and Philanthropy Append**

Understand markers of wealth and philanthropic tendencies for the donors in your database with an append product that provides insights on fifteen key financial attributes including a DonorScore Rating and Number of Gifts.

## Modeling Analytics

### **DonorView**

A suite of analytic solutions, DonorView provides both descriptive and predictive analytics to leverage the intelligence of your current donor data to fundraise and prospect more intelligently.

### **SnapShot**

Match your donor records to a predefined set of key demographics to develop a view of who your donors are.

### **Likelihood to Give Model**

Learn which members of your base are statistically the most likely to donate, then apply the algorithm to develop a targeted prospect universe.

### **Custom Predictive Analytics**

Determine the true lifetime value of a supporter, including their probability to respond and donate. A custom model made for your organization will help target fundraising activities (and marketing dollars) on the donors most likely to give and give the most generously.

## Data Enhancement

### **Data Append Services**

Boost your fundraising results with accurate, complete donor records using AlumniFinder's Data Append Services. We can help you identify and eliminate information gaps in your database by accessing several decades of consumer intelligence including contact details and demographic attributes.

### **Name and Address Updates**

Locate and add the best postal address for your donors. 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. Reverse phone appends are also available.

### **Email Append**

Utilize a multi-channel approach to fundraising initiatives by adding email addresses for your current donors. Reverse email appends are also available.

### **Social Media Append**

Continue the conversation online by adding social IDs for more than 30 popular social media sites to your donor database.

### **Demographic Append**

Develop a deeper understanding of your donors through the addition of demographic, psychographic, and lifestyle data attributes to your file. This information can be used to segment your audience and develop personalized, targeted appeals.

### **Date of Birth Append**

Add an additional layer of donor identification with the addition of the individual's full date of birth to your database.

### **Deceased Append**

Prevent unwanted solicitations from being delivered by removing the names of deceased individuals from your campaigns. Our file contains the names of more than 40 million deceased individuals and typically produces match rates of 1 - 3%.

### **WealthScore**

Identify supporters with the highest capacity to give based on liquid wealth. WealthScore applies a proprietary score to each record that is indicative of their ability to give. Additional data critical to focusing your research (including Home Value and Income) are also provided.

### **Employment Append**

Explore the professional side of your donors with employment data including the company name, job title, and more. Our process leverages social media data along with proprietary sources featuring employment-related data.

### **Matching Gift Append**

Learn which donor records are associated with a matching gifts program through their employer. Approximately 1 in 10 donors is matching gift eligible.

## Data Hygiene

### **National Change of Address**

Maintain the most current addresses, while reducing undeliverable mail and receiving postal discounts by performing USPS® certified NCOA<sup>Link</sup> on a regular basis. 18 and 48 month services are available.

### **Marketing Verification**

Find lost donors with a service that helps to identify whether or not a donor has moved from a specific address. Our multi-pass process identifies and replaces incorrect postal addresses.

## Digital Solutions

### **Email Prospecting**

Reach a new online audience that has been exclusively targeted for your fundraising or development initiative using detailed demographic, psychographic, and/or lifestyle attributes. All email addresses are opt-in verified and permissioned for third party marketing.

### **Email Validation**

Ensure the best opportunity for inbox deliverability, while helping to protect your IP and sending reputation. AccuValid determines which addresses are best to email based on a list of validation and delivery checks.

### **Email Deployment**

Utilize AlumniFinder's concierge deployment technology to deliver your message into the hands of your current donors. Campaigns execute quickly and complete reporting provides intelligence for future testing/optimization.

### **Digital Display Advertising**

Serve banner ads to specific individual IP addresses in a given household or business establishment. This cookie-free audience targeting method can achieve 100% reach with no budget waste.

### **Facebook and Instagram Direct Response Advertising**

Gain cost-effective screen time among donors that are becoming increasingly digital by displaying your fundraising message in Facebook and Instagram's desktop and mobile Newsfeeds.

### **Creative Services**

Leverage our digital design experts to develop your HTML creative for email marketing and digital advertising initiatives. Email creatives are optimized for viewing on mobile devices, as well as other viewing scenarios to help ensure your email looks its best.



## Lists and Leads

### **Prospect Data**

New donors play critical role in the future of your organization.

AlumniFinder is well positioned to provide you with an optimum blend of independent and objective recommendations coupled with high-quality customer service. We listen to your needs and provide guidance to help you optimize your campaign – direct mail, telemarketing, or email. Whether your need is to saturate a specific area or focus exclusively on key demographics/firmographics, AlumniFinder offers you the best sources to reach qualified prospective donors.

## Database Management

### **AlumniBase**

Get a 360° view of your donors with a custom marketing database designed to manage multi-channel campaigns on demand. AlumniBase is a hosted database solution for higher education and nonprofit organizations that allows you to quickly access and leverage alumni/donor data and see a complete view of your supporters and their giving history through intuitive database access and tools.



## About AlumniFinder

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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