

DATA QUALITY REPORT

Give your Database a Free Checkup



Check the health of your donor and alumni records quickly and at no cost.



Identify new contact information to power your multichannel communications.



Reach more supporters with less spend to increase fundraising ROI.

With an estimated 45 million Americans moving annually, maintaining the contact information within your database is essential to increasing responses and reducing marketing spend. To quickly and easily check the accuracy of your supporter records, use AlumniFinder's free Data Quality Report.

UNCOVER GAPS IN YOUR DATABASE AT NO COST

Your organization's success depends on your ability to reach constituents. Identify gaps in your database records that are making it difficult to reach supporters and improve your engagement with those who matter most.

The complimentary Data Quality Report shows you:

- The number of confirmed addresses and the amount of new addresses that can be identified
- The accuracy of phone numbers and the availability of updates for cell phones and landlines
- The number of deceased individuals in your database
- The number of confirmed birthdates and the availability of updates
- The number of email addresses that can be identified

AlumniFinder					
Data Quality Report					
June 12, 2020					
Prepared for:					
Total Input Records:196,542					
Data Element:	Input Records:	Confirmed Records:	% of Confirmed:	New Records:	% of New:
Address	196,537	102,507	52%	33,492	17%
Cell Phone	123,780	85,989	69%	53,596	27%
Home Phone	121,908	37,338	31%	38,575	20%
Date of Birth	162,503	135,226	83%	17,760	9%
Deceased	0	0	0%	2,277	1%
Email*	0	0	0%	49,136	25%

GIVE YOUR DATABASE A MUCH-NEEDED CHECKUP

Check the health of your donor data with this complimentary report. Once you know what needs updated, allow the fundraising experts at AlumniFinder to provide the following services:

- Email Append Services
- Employment Append Services
- Demographic and Wealth Append Services
- Donor Profiling Tools
- Fundraising Analytics
- Wealth Screening Tools
- Donor Acquisition Lists and more

To get started with your Data Quality Report, we will need an input file with supporters' names, mailing addresses, landline numbers, cell phone numbers, and birth dates. We'll verify all information before we get started. Your Data Quality Report will be complete within 3 - 5 business days.

ALUMNIFINDER POWERS FUNDRAISING SUCCESS



Full Suite of Targeted Data Solutions

AlumniFinder enables intelligent fundraising with a full suite of data hygiene, enhancement, and batch update solutions to ensure you reach the right supporters with your appeals.



Wealth Screening & Fundraising Analytics

Target your fundraising efforts on those with the greatest capacity to give and the highest likelihood to support your mission.



End-To-End Campaign Management

From concept to reporting, our team manages email campaigns, digital advertising campaigns, and comprehensive multichannel programs for high-performing online development efforts.



A Data-Savvy Extension of Your Team

Our team of experts will guide you through the data-driven fundraising process, from managing data hygiene and enhancement to identifying giving potential.

