

10 SIGNS YOU NEED A DATA QUALITY REPORT



UP TO 30% OF YOUR SUPPORTER DATA COULD BE INCORRECT OR UNUSABLE.

Understand the Impact of Data Decay

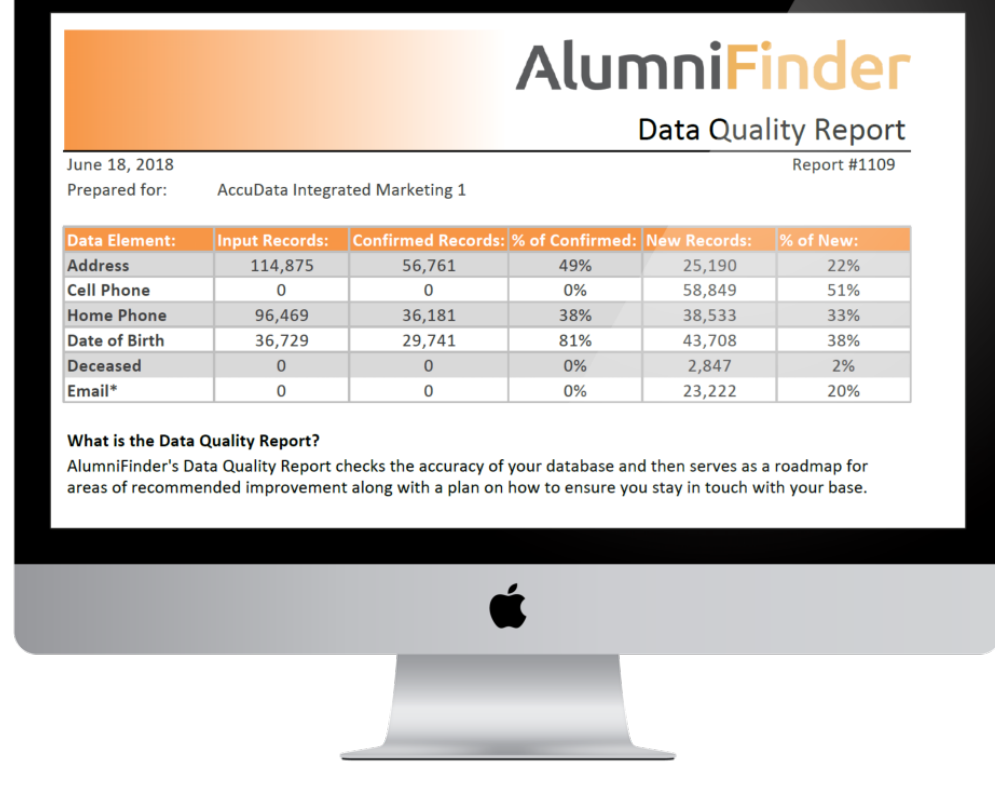
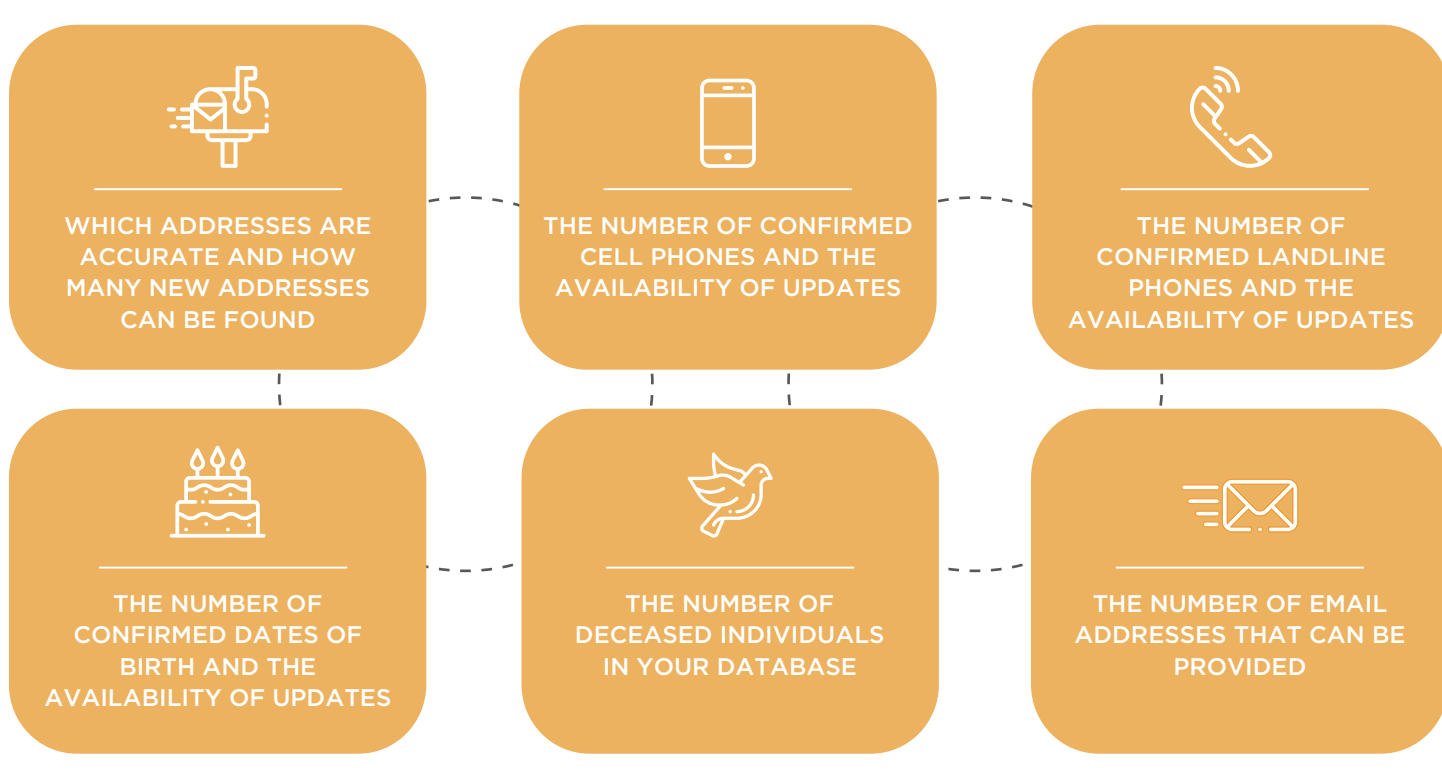
As a population, your supporters are incredibly dynamic; constantly moving, growing, and changing. Data files on the other hand, capture a moment in time and cease to change following their creation. Data decay refers to the gradual loss of quality that occurs when data is extracted from the environment responsible for its upkeep.

The average consumer database decays at a rate of 2 – 2.5% per month. While that initial number seems reasonable, if you are not performing routine updates to your donor data, you could experience an ultimate decay rate of 24 – 30% per year. That's 24 – 30% fewer supporters than you could be reaching.

INTRODUCING THE DATA QUALITY REPORT FROM ALUMNIFINDER



The complimentary Data Quality Report shows you:



IS A DATA QUALITY REPORT RIGHT FOR YOU?

Take a look at these 10 telltale signs that your donor database may be experiencing decay or suffering from inaccurate, incomplete data.

1

Missing data fields within your database prevent you from communicating with all prospective donors.

2

Your last fundraising appeal resulted in an increased rate of returns, undeliverable addresses, and pieces that could not be forwarded.

3

Over time, your appeals have resulted in decreased responses and decreased donations.

4

Your communications are reaching incorrect households.

5

An increasing number of family members report receiving an appeal for an individual who has passed.

6

You lack a way to identify where a marriage or divorce has resulted in a name change.

7

Calls to landline telephone numbers are resulting in a higher rate of disconnects.

8

Cell phone numbers are only available for a small percentage of your constituents, if available at all.

9

Donor email addresses are bouncing at an increasing frequency.

10

You don't have the data needed to support multichannel fundraising appeals.

Consider AlumniFinder

Find lost donors, identify new supporters, and update your existing database using AlumniFinder's Fundraising Solutions. AlumniFinder drives fundraising success with a full suite of targeted data solutions, including data hygiene and enhancement, an easy-to-use online prospect research tool, fundraising analytics, and wealth identification. Our dedicated team of knowledgeable experts is committed to understanding your needs and guiding you through the data-driven fundraising process, from managing data enhancement and hygiene to identifying giving potential.

Call Today for Your Free Data Quality Report!

Getting started is easy, just call 888-732-0581. Your Data Quality Report can be delivered within 24 hours of receiving your supporter database.