

ADDRESS APPENDS, NCOA, or PCOA?

That's the Question!



For the past 5 years, an average of 40M Americans moved annually. That's approximately 13% of the U.S. population.



The United States Postal Service® processed an estimated 36M address changes in 2020.



Approximately 30% of mail is undeliverable as addressed due to a change of address; that's a staggering 236.4M pieces annually.

Combat Address-Related Data Decay

Accurate, complete data assets enable your development team to build and nurture rewarding, long-term relationships with your supporters. But with address-related data decay occurring at such a high rate of frequency, how do you ensure connections are maintained?

From a data perspective, there are three key methods for updating critical address components within your donor database: Address Appends, NCOA, and PCOA. Each has their individual strengths and serves a distinct purpose.

ADDRESS APPENDS

AlumniFinder Address Appends, also known as Single Best Address, are powered by LexisNexis® to help organizations locate up-to-date addresses for their supporters. Appended records are coded so that you know the exact components of the address that were changed during the enhancement process.



PCOA

PCOA (Proprietary Change of Address or Private Change of Address) is an address change service that varies from provider to provider and typically identifies address changes that were made independent of the USPS. Many PCOA providers carry a decade or more of historical data that can be used for matching.

NCOA

NCOA^{LINK®}, commonly known as NCOA, stands for National Change of Address. NCOA is a licensed service of the United States Postal Service® that enables organizations to identify supporters that have filed a change of address with the USPS® in advance of a postal fundraising initiative.



The Benefits of Address Appends



**EXTENSIVE
MULTI-DECADE
COMPILATION
HISTORY**



**MORE THAN
10,000
DATA SOURCES**



**THE EASE OF
BATCH UPDATES
WITH ONLINE
SUBMISSION**

Hands down, AlumniFinder's batch Address Appends are the easiest way to update supporter records. Through AlumniFinder, you will leverage the power of LexisNexis® and the largest database of proprietary consumer information available. More than 10,000 sources of data result in a file of more than 283 million unique consumer identities that are refreshed with 1 million additional records each day.

The Address Append process begins with the submission of your data file to AlumniFinder. The following fields are required: First Name, Last Name, Address, City, State, and Zip Code. Additional input criteria, which may result in better matching, can also be included (Middle Name, Home Telephone Number, Date of Birth, and/or Social Security Numbers). As an added bonus, AlumniFinder's Batch process screens your database to correct and standardize contact data, identify spelling and data input errors, and remove duplicate records. In most cases, we match 65 – 85% of your supporter records.

NCOA and PCOA Quick Facts!



SOURCING

NCOA

The NCOA database is compiled from self-reported change of address data; including individuals, families, and/or businesses that have filed a Change of Address form with the USPS as well as from Letter Carriers when someone moves without a forwarding address or when a PO Box™ is closed without a forwarding address

PCOA

PCOA databases are compiled from a multitude of proprietary sources that may include address changes submitted to credit card companies, catalog publishers, financial institutions, insurance companies, magazine subscriptions, and more



LENGTH OF COVERAGE

NCOA

The NCOA database carries 48-months' worth of data; full-service licensees have access to the entire database, while limited-service providers have access to the last 18 months

PCOA

Some PCOA databases have 60-months' worth of data, while others offer move coverage for the last 30 years



UPDATE SCHEDULE

NCOA

The NCOA database is updated weekly

PCOA

PCOA update schedules vary from provider to provider



MATCH LOGIC

NCOA

Match logic is incredibly strict, which can impact the ability of the USPS to identify actual moves

PCOA

Match logic tends to be more flexible, or "fuzzy," which may allow for a larger number of moves to be identified



REQUIRED FORMS

NCOA

A Processing Acknowledgment Form (PAF) is required

PCOA

A Processing Acknowledgment Form (PAF) may not be required



POSTAL COMPLIANCE

NCOA

NCOA satisfies USPS Move Update requirements

PCOA

PCOA alone does not satisfy USPS Move Update requirements



ADDITIONAL SERVICES

NCOA

NCOA is often accompanied by additional postal hygiene services including Coding Accuracy Support System (CASS™), Delivery Sequence File (DSF™), and Locatable Address Conversion System (LACS^{LINK®})

PCOA

Added postal hygiene services vary from vendor to vendor, if offered at all

So...Address Appends, NCOA, or PCOA?

Perhaps all three! Ultimately, your organization will experience their best outcome by performing an annual Address Append and utilizing NCOA for maintenance purposes quarterly, or in advance of a direct mail fundraising initiative. PCOA can be used as an alternative solution to help you identify addresses not captured by LexisNexis or the United States Postal Service; however, we do not recommend that PCOA be performed as a stand-alone address update and/or move identification process. At a minimum, PCOA should be run in conjunction with NCOA.

CONSIDER ALUMNIFINDER

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 fundraising experts is committed to understanding your needs and guiding you through the data-driven fundraising process, from managing hygiene to identifying giving potential.



CALL TODAY FOR YOUR FREE DATA QUALITY REPORT!

Quickly determine the condition of your mailing addresses with AlumniFinder's Data Quality Report (DQR). DQR provides a deeper understanding of the overall health of your donors by offering statistics on how many records are confirmed versus those that need updating. We will examine your postal address, cell phone, landline phone, date of birth, date of death, and email address data. Your report can be delivered within 24 hours of receiving your supporter database. Call 888-732-0581 to begin!