

SECURE YOUR DATA WITH A LexID Append

A unique and persistent identifier for your valuable constituent data



Minimize data liability by replacing the highly sensitive identifiers in your database with a secure, unique identifier



Produce more accurate prospect research results through the utilization of a consistent filter that connects disparate data sources



Access a comprehensive view of your donor with the most relevant information available to enhance critical PII data

Safeguard your valuable donor data against the risk of identity theft by replacing sensitive identifiers, including Social Security or driver's license numbers, with LexIDSM. A patented, advanced linking technology, LexID, created by data leader LexisNexis[®], assigns a unique and persistent identifier to a consumer identity.


THE LEXID APPEND PROCESS

Leverage the power of LexisNexis and the nation's largest database of proprietary consumer information to enhance the overall quality and performance of your donor data, beginning with a LexID append. Created to identify intersecting data points in their compilation process, LexID provides your organization with a secure donor identifier not derived from sensitive, personally identifiable information.


The LexID 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). Once added to your database, use of the LexID extends to your prospect research and future batch updates.

IMPROVE PROSPECT RESEARCH


When engaging AlumniFinder Online for your prospect research, simply choose the desired search and enter the donor's LexID. AlumniFinder Online utilizes the LexID to access all associated data, which provides you with accurate search results and comprehensive reporting in a minimal number of steps.




283 Million Unique U.S. Consumer Identities



More than 10,000 Sources of Data



90% Average Match Rate



5 - 7 Day Turn-Around Time

ACCESS RELEVANT CONTACT DETAILS

When the time comes to update your donor data en masse, the LexID serves as the matching mechanism for AlumniFinder to identify your constituents within the LexisNexis dataset. Once the donors are identified, numerous batch appends including address updates, name changes, cell and landline telephone numbers, dates of birth, and/or dates of death can be performed in one simple pass.

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