

# A ROADMAP TO DATABASE HEALTH YOUR DATA QUALITY REPORT



Review DQR's comprehensive recommendations for database improvement



Access frequently asked questions on the DQR append process



Utilize your refreshed supporter data to produce high quality engagement and fundraising results

AlumniFinder is pleased to present your Data Quality Report. We encourage you to review our findings with your Account Director; they will be pleased to present you with a variety of options for updating your data as well as how to maximize your engagement and fundraising results.

In this report, you will explore our findings on where improvements to your database can be made, frequently asked questions on the Data Quality Append process, and our recommendations on next steps. We look forward to supporting your organizational goals and fundraising needs.

## AlumniFinder's complimentary Data Quality Report shows you:

- The number of confirmed addresses and the amount of new addresses that can be added
- 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 birth dates and the availability of updates
- The number of email addresses that can be identified
- The estimated number of addresses that are available for Addressable GeoFence digital marketing

## THE RESULTS: 15,558 Total Records Input

**Addresses**  
Input Records: 15,558



**Confirmed:**  
9,751

**Confirmed %:**  
61.5%

**Updated:**  
4,623

**Updated %:**  
29.7%

**Cell Phones**  
Input Records: 0



**Confirmed:**  
0

**Confirmed %:**  
0

**Updated:**  
4,623

**Updated %:**  
62.7%

**Landline Phones**  
Input Records: 6,937



**Confirmed:**  
3,321

**Confirmed %:**  
21.3%

**Updated:**  
5,291

**Updated %:**  
34%

**Dates of Birth**  
Input Records: 11,062



**Confirmed:**  
8,440

**Confirmed %:**  
54.2%

**Updated:**  
3,657

**Updated %:**  
23.5%

**Dates of Death**  
Input Records: 0



**Updated:**  
1,699

**Updated %:**  
10.9%

**Email Addresses**  
Input Records: 0



**Estimated  
Matches:**  
6,223

**Matched %:**  
40

**Addressable GeoFence**  
Input Records: 15,558



**Estimated  
Matches:**  
14,002

**Matched %:**  
90

### CONFIRMED RECORDS

Based on AlumniFinder's source data, the record provided on input is believed to contain the most current information.

### UPDATED RECORDS

Based on AlumniFinder's source data, newer and more up-to-date information is available for the record.

### REMAINING RECORDS

These records, which are neither Confirmed nor Updated, are either not in our system or the confidence level is not high enough to make a match.

## RECOMMENDED NEXT STEPS: WHAT TO DO WITH THE RESULTS

### » Maintain Your Data

Once your Data Quality Append is complete and you've integrated the data into your CRM, AlumniFinder recommends a maintenance protocol that includes quarterly **NCOA<sup>LINK</sup>** (National Change of Address) processing. With NCOA, AlumniFinder can identify the names and addresses of your supporters that have moved. Where NCOA does not find a match (as well as for the new supporters within your database), **AlumniFinder Online** will enable your prospect research to continue. Quickly initiate searches by entering the **LexID<sup>®</sup>**, which will ensure that you are researching the exact person that was identified during the Data Quality Append.

### » Add Digital to Your Fundraising Mix

Help promote your initiatives and share your organization's unique story with digital advertising designed to match your postal appeals. **Addressable GeoFence** utilizes existing postal addresses to serve relevant banner ads to your supporters or fundraising prospects – it's like direct mail delivered digitally. An ideal method to increase engagement and drive traffic to your landing page or website, Addressable GeoFence campaigns deploy quickly and can coordinate with in-home postal delivery dates. Page two of your Data Quality Report shows the estimated number of addresses that are available for Addressable GeoFence digital advertising campaigns.

### » Add Value to Your Data

Updating the contact details of your supporters is just the first step in creating robust donor profiles. Consider adding additional value through AlumniFinder's **Wealth and Philanthropy Append**, **Employment Append**, and/or **Social Media Append**. Each of these services enables a deeper view into different dimensions of your supporter audience and provides unique guidance on how and where to reach them as well as their capacity to give. Looking for a specific fundraising strategy? Please contact us today by calling 888-732-0581.

## THE DATA QUALITY APPEND PROCESS and FREQUENTLY ASKED QUESTIONS

Now that you have a solid understanding of the areas of your database that require attention, contacting your AlumniFinder Account Director starts the Data Quality Append process. Our Data Quality Append uses a batch approach to safely and securely update your supporter data in a simple single-pass process.

### What fields are returned with my Data Quality Append?

First, we provide you the LexisNexis® LexID® which will serve as a unique identifier for each supporter on your file. Following the append, the LexID can be used to perform additional prospect research via AlumniFinder Online. We will also provide updated Names, Addresses, Dates of Birth, Dates of Death, and Landline and Cell Phone Numbers. Your append also includes flags that show whether each attribute examined is Confirmed, Updated, or Neither Confirmed nor Updated.

### Why aren't email addresses listed above?

When you elect to add an Email Append to your Data Quality Append, you are receiving AlumniFinder's premier multi-pass email addresses, which are generated from a separate process. By utilizing several of the nation's leading email marketing providers as well as an email validation process, you are assured high quality, deliverable email addresses for your supporters.

### Will I understand how to interpret the results?

Yes! Each Data Quality Append includes our *Data Quality Append Walk Through* guide to help you interpret the results. All of the data we append is added to the end of your original input file and all appended data fields start with the header "DQR." As always, your Account Director is more than happy to explain our findings.



Simply contact your AlumniFinder Account Director to begin the Data Quality Append process



Purchase all available updates or only the updates most important to your organization; the process is flexible



Processing begins once a signed contract addendum is in place and is typically complete in 3 - 5 days



With your completed Data Quality Append, AlumniFinder provides detailed documentation on how to interpret the results