

EMAIL APPENDS

Expand outreach touchpoints as you solidify supporter relationships with this cost-effective communication channel



Engage supporters that have expressed an interest in receiving your communications



Achieve significantly higher match rates than seen through single-pass appends



Rely on AlumniFinder's end-to-end managed services to deploy emails quickly and economically

AlumniFinder's email appends apply best practices in email marketing and provide you with a cost-effective means to build supporter awareness and encourage loyalty. Our exclusive multi-pass matching process identifies the email addresses of your current supporters. AlumniFinder clients frequently experience average match rates of 45% - 65% or even higher.

THE EMAIL APPEND PROCESS

Significantly increase your email append match rates with AlumniFinder's multi-source process. Working with our own proprietary email dataset, as well as those of industry-leading email partners, AlumniFinder appends 100% opt-in email addresses to your consumer postal file where an individual match can be made. Additional match levels are available depending on your campaign's needs.

We recognize it's crucial to your fundraising and outreach success to provide the email addresses that are being utilized most often. AlumniFinder features a recency and frequency algorithm within our append process to ensure the email address you receive is the one that is used online the most. As an added measure of accuracy, each email address is passed through our proprietary email validation process.

APPEND MATCH LEVELS

Individual Matches

An individual-level email append match occurs when the first name, last name, and postal address of a supporter on your input file matches the first name, last name, and postal address of a consumer record contained in the selected datasets. This is the most precise match level and is recommended when reaching an exact individual is preferred.

Household Matches

A household-level email append match occurs when the last name and postal address of a supporter on your input file matches the last name and postal address of a consumer record contained in the selected datasets. With this match level, an email address for another member of your supporter's household could be appended, for example, their spouse.

Household Premier Matches

AlumniFinder's Household Premier email append option combines individual- and household-level email appends to increase the overall number of matches. With Household Premier, an individual-level append is attempted first and then non-matches are processed at the household level.

PREPARING FOR YOUR EMAIL APPEND

Required Fields

To process your email append, the following fields are required on your input file: First Name, Last Name, Address, City, State, and ZIP Code. When possible, please provide a combined address field.

Match Levels and Rates

Our email append process offers three levels of matching to ensure that you receive the best possible outcome for your initiative. Please note that our default match level is individual. Match rates will vary based on numerous factors, including the quality of your supporter data and the match level selected. Generally speaking, our clients see average match rates between 45% and 65%.

The Output File

In most cases, your email append will be complete within 48 hours. The email addresses matched to your supporter data are appended to the end of your file along with a validation code* to help guide you in utilizing the emails. The validation codes are:

- **V:** The email address is valid as we can determine with the ISP (Internet Service Provider); proceed with deployment
- **C:** The email address is associated with a catch-all domain; consider implementing a testing strategy including these emails
- **U:** The email domain is verified, but the status of the mailbox is undetermined; consider implementing a testing strategy including these emails

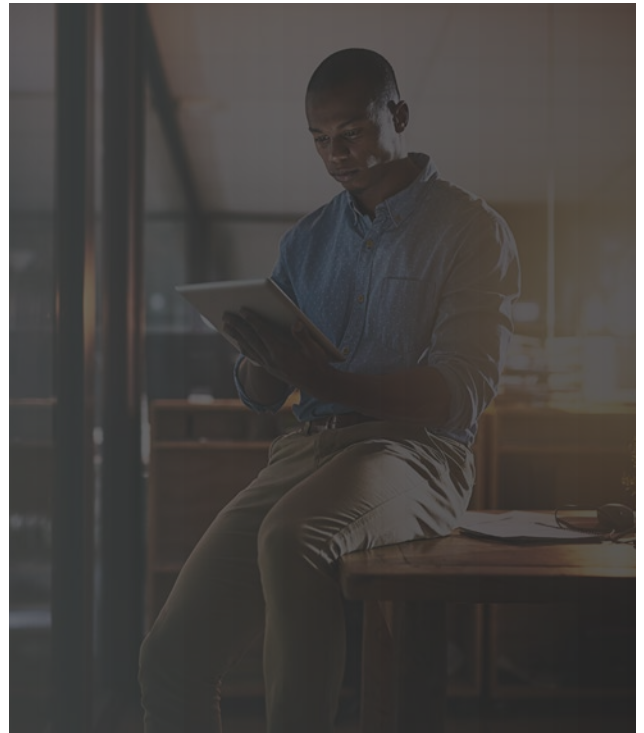
EMAIL DEPLOYMENT SERVICES

Trust AlumniFinder to deliver your message to your supporters' inboxes. Deployments are executed quickly, typically within three business days of the required approvals being received, and detailed reporting provides intelligence for future testing and optimization.

Prospect Audience Creation

AlumniFinder can also aid in the creation of new email audiences for your fundraising campaigns. We'll utilize detailed demographic, firmographic, and/or lifestyle attributes as an effective means to reach a prospective audience that has been exclusively targeted for your message.

**Please note that the industry standard decay rate for email addresses is approximately 23% per year. There is a likelihood for records to be undeliverable at the time of deployment.*



ADDITIONAL ENHANCEMENT SERVICES



Data Quality Report

Use AlumniFinder's free Data Quality Report to receive a road map to improve the health of your supporter database.



Data Quality Append

Purchase all available updates or only those most important to your organization, the process is flexible!



Employment Append

Utilize hundreds of government and social media sources to append employer information to the individuals in your donor database.

Begin Today!

Call 888-732-0581 or email info@alumnifinder.com to explore how adding email as a channel in your next fundraising campaign can improve your organization's outcomes.