

A ROADMAP TO DATABASE HEALTH YOUR DATA QUALITY REPORT



Review DQR's comprehensive recommendations to improve the accuracy of your donor data



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 provide 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 **estimated number of email addresses** that can be identified

THE RESULTS: 1,000 Total Records Input

<div>Addresses</div> <div>Input Records: 995</div>	<div></div> <div>Confirmed: 398</div> <div>Confirmed %: 40.0%</div> <div>Updated: 414</div> <div>Updated %: 41.4%</div>
<div>Cell Phones</div> <div>Input Records: 0</div>	<div><div></div><div>Confirmed: 0</div><div>Confirmed %: 0%</div><div>Updated: 804</div><div>Updated %: 80.4%</div></div>
<div>Landline Phones</div> <div>Input Records: 0</div>	<div><div></div><div>Confirmed: 0</div><div>Confirmed %: 0%</div><div>Updated: 146</div><div>Updated %: 14.6%</div></div>
<div>Dates of Birth</div> <div>Input Records: 235</div>	<div><div></div><div>Confirmed: 114</div><div>Confirmed %: 48.5%</div><div>Updated: 556</div><div>Updated %: 55.6%</div></div>
<div>Dates of Death</div> <div>Input Records: 0</div>	<div><div></div><div></div><div></div><div>Updated: 19</div><div>Updated %: 1.9%</div></div>
<div>Email Addresses</div> <div>Input Records: 0</div>	<div><div></div><div></div><div></div><div>Estimated Matches: 550</div><div>Matched %: 55%</div></div>

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.

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 your 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?

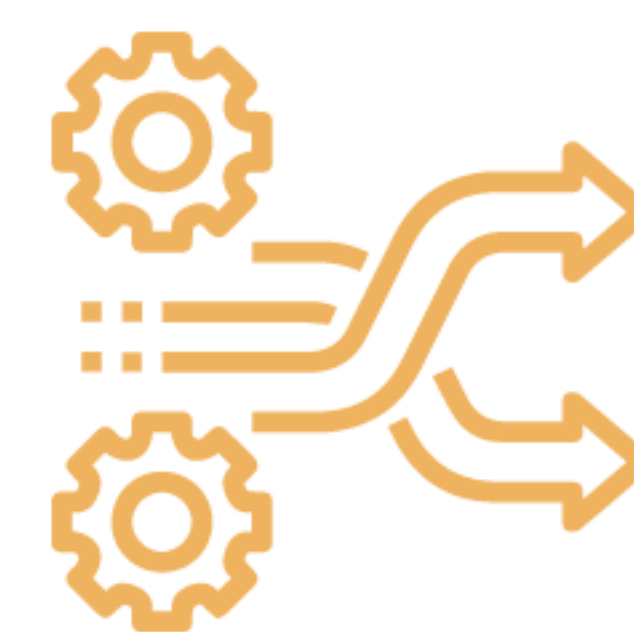
When you elect to add an Email Append to your Data Quality Append, you are receiving AlumniFinder's **premier multi-pass email addresses**, which are generated from a separate process. By utilizing several of the nation's leading email marketing providers as well as an email validation process, you are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



Contact your AlumniFinder Account Director to address questions and 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 within 3 - 5 business days



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

RECOMMENDED NEXT STEPS: WHAT TO DO WITH THE RESULTS



Add Insights and Value to Your Data

Updating your supporters' contact details is the first step in creating robust donor profiles. Consider adding additional value through AlumniFinder's **Demographic Append Packages**, **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.



Reach Your Donors Online

Promote your initiatives and share your organization's unique story with digital advertising. When used in conjunction with postal appeals, digital advertising enables additional opportunities for engagement where your supporters are spending time online. **Enhanced Onboarding**, available on the **Deep Sync One platform**, ingests your offline donor data and enhances it with online and offline identifiers from Deep Sync's robust identity graph. Enhanced Onboarding increases your match rates to leading programmatic and social destinations by an average of 25%.



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^{Link} processing**. With NCOA^{Link} processing, AlumniFinder can identify the names and addresses of your supporters that have moved. Where this change-of-address service does not find a match (as well as for the new supporters within your database), **AlumniFinder Online**, featuring **AlumniFinder Search**, will enable your prospect research to continue. Quickly initiate searches by entering the **LexID[®]**, which will ensure that you are researching the exact person that was identified during the Data Quality Append.