

Target Analytics® Data Enrichment Services Portfolio



Data Enrichment Services

To ensure that your database is ready for any analytics, the first step is to optimize the information you already have: first and foremost, your donor contact information. Even for online-only fundraisers, donor names and addresses are critical—nearly all data sources require a name and address to match data to your donor records. Some data (like social media profiles or influence segments), are connected only via email address, but that’s an exception for the most part. You should consider it a hard-and-fast rule that if you don’t have a high-quality name and address for a donor, it will be nearly impossible to append or derive any kind of value-add insight about that person.

There are a series of best-practice techniques which are essentially considered “table stakes” for nonprofits; in other words, they are processes you need to implement before investing in analytics, or even sending fundraising communications:

- **Address Standardization** – Validating addresses against USPS standards ensures accurate matching and delivery
- **National Change of Address (NCOA)** – The USPS requires mailers process addresses through NCOA at least every 95 days to maintain postal discount rates
- **Proprietary Change of Address (PCOA)** – Catching those that do not complete NCOA forms, this process gathers change of address notifications from banks, credit cards, and utility companies
- **Address Appends** – Make sure addresses are completely deliverable to your donor by adding specific sorting information such as apartments, suites, and routing numbers
- **Deceased Suppressions** – This process removes those supporters who have recently passed away
- **Duplicate Removal** – Once data has been standardized and updated, removing duplicates allows better donor management, analytics segmentation and optimizes campaigns.

Need for Enhanced Data Services

- 12% of existing donors **change addresses** each year, making it difficult to efficiently connect, convey your message, and maintain strong relationships.
- Donors often use more than one **email address**, and they **change** them often.
- Increase reliance on **mobile phones** has added **complexity** to calling / major giving programs, and forced fundraisers to juggle numbers and adhere to new regulations.
- Constituent households **shift regularly** due to marriage, divorce, deaths, job changes, etc.... this makes it difficult to **understand** who to connect with, invest in, and steward.

Continued...

Data Hygiene (Prevent Stale Data):

AddressFinder™

More than 40 million Americans change addresses each year. Blackbaud's AddressFinder™ will help you keep up with these changes by providing the most current address information on your donors and prospects. This service also finds “bad” address files and makes corrections based on the requirements and certifications of the United States Postal Service National Change of Address (NCOALink™) information. You will see immediate results with timely direct mail delivery and less returned mail.

- Data resource: USPS National Change of Address database
- Deliverables: Updated Address
- Turnaround time: Up to One Business Day (Non-RE clients up to 3 Business Days)

DeceasedRecordFinder™

Avoid embarrassing mistakes and unnecessary postage by identifying persons in your database who are deceased (1-2% of most database records). This accurate data append is derived from the Social Security Death Benefit database and other proprietary sources

- Data resource: Social Security Death Benefits Index
- Deliverables: Deceased indicator
- Turnaround time: Up to 5 Business Days

AddressAccelerator™

AddressAccelerator™ helps ensure data is entered into The Raiser's Edge® as rapidly as possible and error-free. When you use AddressAccelerator™ as you enter new donors, the program validates the donor's address “on the fly” confirming its accuracy and deliverability, prevents incorrect address information from being entered into your database, and automatically inserts city and state — all you type is the zip code!

- Data resource: Syncs Raiser's Edge with USPS information
- Advantages: Consistent formatting; Faster data entry; Validates all addresses to ensure they are deliverable; Adds zip+4 and county information to records
- Install time: Can unlock on same day as purchase

Standard Deduplication

Blackbaud Conversion Services will remove duplicate constituents from The Raiser's Edge data. This will be a onetime service.

- Blackbaud will merge duplicate Constituent records together, including all information from both records that have been identified as duplicates using agreed-upon guidelines.
- Turn-key Solution
- Flat rate – not based on record count

Contact Appends (Maximize Donor Communication):

EmailFinder™

With an estimated 1.5 billion people online worldwide, it's clear that email and the Internet have become preferred methods of communication. Moreover, email is one of the most effective and low-cost direct marketing vehicles you can use for letters, newsletters, and promotions. If you need some assistance with collecting the email addresses for your constituents, Blackbaud provides the solution with EmailFinder™. EmailFinder™ helps you enhance your relationship with each contact by using a permission based approach to sending emails. Once matches are found, we'll help you craft an introductory email to verify addresses and allow individuals the chance to opt out of receiving email communications. This approach helps identify individuals who have self-selected the electronic medium as a preferred method of communication resulting in higher response rates to future campaigns.

- Data resource: 200 million records from various permission-based resources
- Deliverables: Email address
- Turnaround time: Up to 2 weeks
- Match Rate: 15-20%

PhoneFinder™

Did you know that telephone solicitations can generate response rates up to eight times greater than direct mail? Your organization may conduct phone-based campaigns or would like to in the future. Even if you don't have phone-based campaigns, you may use the phone to reach important donors, to schedule important meetings, to personally acknowledge gifts, and more. Blackbaud can provide accurate phone numbers for your donors and prospects, including whether or not those numbers are on the national "Do Not Call" registry.

- Data resource: Numerous public and proprietary databases
- Deliverables: Phone number
- Turnaround time: Up to 5 Business Days
- Match Rate: 50-60%

CellPhoneFinder™

Having trouble finding phone numbers for many of your donors and constituents? That's because many of them no longer have landlines connected. This service provides the method to identify mobile phone numbers for your constituents. This provides the opportunity to begin text messaging with donors or even text-to-donate campaigns to raise participation rates.

- Data resource: hundreds of public and proprietary databases
- Deliverables: Cell phone number
- Turnaround time: Up to 5 Business Days
- Match Rate: 25-30%

| Best Practice Technique | Frequency | Purpose / Rationale |
|-----------------------------------|------------|---|
| National Change of Address (NCOA) | Quarterly | Required every 90 days to maintain US postal compliance |
| Postal Certification (CASS) | Quarterly | Identifies non-deliverable and incomplete addresses |
| Deceased Suppression | Annually | Flags former donors who are recently deceased |
| Lost Donor Re-Connection | Annually | Provides updated contact information for lapsed or missing constituents |
| Phone Number Validation | Annually | Verifies & corrects existing donor phone numbers |
| Phone Number Append | Biannually | Appends valid landline numbers to donor records |
| Cell Phone Append | Biannually | Appends valid cell phone numbers to donor records |
| Email Address Validation | Annually | Pre-screens email addresses for problem conditions and opt-outs |
| Email Address Append | Biannually | Appends valid & tested email addresses to donor records |
| Employment Append | As Needed | Identifies a donor's employer, which expands their contact profile |

Demographic Appends (Better Understand Your Donors):

AgeFinder™

Age is an important variable when developing your planned giving efforts. Households headed by persons 50 and older own 77% of all financial assets and have a total net worth equaling the nation's annual Gross National Product — about \$7 trillion! Blackbaud's AgeFinder™ allows you to add this important variable to your constituent records and can aid in the development of your fundraising programs — especially planned giving programs. Data is returned as an attribute that can be easily imported to the Bio1 tab within the Raiser's Edge™.

- Data resource: Equifax data (self-reported)
- Deliverables: Month & Year of Birth
- Turnaround time: Up to 5 Business Days
- Match Rate: 30-40%

GenderFinder™

Did you know that women control 85% of personal and household spending in America today? Blackbaud will add gender to your constituent records to ensure that you address your constituents appropriately (as Ms. or Mr.). Try a targeted mailing to just men or women in your database, and you'll be amazed at the responses.

- Turnaround time: Up to 5 Business Days
- Match Rate: 95%

PeopleFinder™

If you need to track down constituents whom you can't find using the AddressFinder™ service, Blackbaud has developed a proven search system to help you find lost donors and prospects. This unique system for nonprofits uses known fields in your constituent records (as little as name and last city of residence) to search and update constituent records.

- Data resource: over 1,700 databases (including court records, utilities, voter registrations, DMV data, NCOA, and other marketing information) that reach back 50 years in scope
- Deliverables: Updated address, phone number, date of birth, new last name, deceased indicator, confidence rating
- Turnaround time: Up to 10 Business Days
- Match Rate: 70-80%

CongressionalDistrictFinder™

Appends an organization's records with the appropriate Federal Congressional District based on a constituent's address information.

- Deliverables: Applicable district number
- Turnaround time : Up to 5 days
- Match Rate: 95% on valid addresses

LegislativeDistrictFinder™

Appends both Congressional (CDF) and state level legislative districts (Senate and House) info based on a constituent's address information.

- Deliverables: Applicable district number
- Turnaround time : Up to 5 days
- Match Rate: 95% on valid addresses

Demographic Appends (Better Understand Your Donors):

SocialMediaFinder

Social media has rapidly changed the world and the way in which we do business. Knowing how to identify and target people with an appropriate ‘voice’ can help you quickly and effectively further your message.

A social ranking of your constituents will help you identify, profile, and target high-value relationships in the online community, then develop campaign strategies to spread your organization’s message to a broad base of potential donors. When influential constituents promote their affinities, people listen; providing you with a way to positively impact people’s perception of your organization. In this way, advocates of your organization help to grow your donor base and reputation, ultimately helping you exceed campaign goals.

- Data resource: Hundreds of online social media site profiles
- Deliverables: Each constituent is assigned a social score, between 0 and 4, that estimates their reach and impact online, based on their web presence and likelihood of influencing others. Additionally, you received the URLs/Handles for their social sites including Facebook, LinkedIn and Twitter.
- Turnaround time: Up to 2 weeks

EmployerFinder™

Thousands of companies offer matching gift programs that are under-utilized because employees don’t know about them. Unfortunately, when these employees become your donors, you’re unknowingly leaving money on the table by neglecting available matching gifts.

However, if your organization knows the employers of your supporters, that information can unlock the potential to build a successful matching gift program. Target Analytics can help by first identifying the employers of your constituents with EmployerFinder.

EmployerFinder is able to screen a constituent database to identify employment information including company name and address. It also includes information on a company’s matching gift program including, guidelines, ratios, gift minimums and maximums as well as the appropriate contact person for applying for the matching gift.

- Data resource: Numerous self-reported online and offline databases
- Deliverables: Company name, contact info, and matching gift program eligibility guidelines
- Turnaround time: Up to 4 weeks
- Match Rate: approx. 15-18%

MatchFinder™

Thousands of companies offer matching gift programs that are under-utilized because employees, or your organization, don’t know about them. Unfortunately, when these employees become your donors, you’re unknowingly leaving money on the table by neglecting available matching gifts. MatchFinder allows you to easily identify donors whose companies offer matching gifts by providing information on more than 25,000 companies that match gifts – including company name, address, matching gift program contact person, eligibility requirements, and matching gift guidelines.

Plus, MatchFinder takes the solution a step further by empowering your donors to find out if their employers will match their gifts via an online lookup tool on your own website. Research indicates that donors are more likely to make a gift to an organization if they know their employer will match it.

- Data Resource: Blackbaud’s MatchFinder™ Database: 25,000 companies and their subsidiaries
- Advantages: identify donors who work for matching gift companies, boost revenue from matching gift programs, save time and effort by relying on our information, put matching gift info in your donors’ hands with MatchFinder Online

► To learn more about how Target Analytics can help your organization, contact your account representative today.