

# Identify and Track Your Constituents with Blackbaud Persistent Key

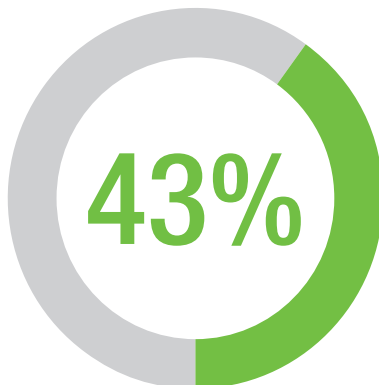
## Improving Constituent Data Management

Your organization interacts with a variety of different constituents every day. Keeping track of and updating the ever-changing details of your databases can become overwhelming, if not near-impossible, without linkages between them. Even with additional address update and qualification processes, you can still be left with duplicate and outdated information plaguing your data files. This can cost you time and money in duplicate mailings and lost opportunities to engage constituents using a full view of their interactions with your organization.

With Blackbaud Persistent Key, you can finally review, update, and track constituent information across one database—or multiple databases—with an ongoing process to ensure that you have accurate records for all your marketing, fundraising, or financial needs.

## One Person, One Household, One Key

Blackbaud Persistent Key facilitates constituent data integration (CDI) by matching records to our referential master database and generating unique identifiers at the individual and household levels. We use best-in-class parsing, data standardization, and matching algorithms to perform entity resolution across our extensive master set of proprietary and licensed data to ensure that your constituents are identified and keyed correctly.



More duplicates  
found through  
Persistent Key than  
regular name and  
address matching

Blackbaud Persistent Key significantly improves dedupe rates due to the benefit of referential data. It offers:

- Duplicate record identification for an individual at completely different addresses (i.e., residential and business addresses) with the Persistent Key master file
- Increased PII matching capabilities
- Ability to identify duplicate individual records due to data entry errors or the use of nicknames
- Name parsing capabilities to identify records in which two individuals are actually on a record that should only contain one
- Ability to identify separate members of the same household

## Record Management

Regular constituent and address updates are necessary for any fundraising program. However, even the best processing can leave a database with old or inaccurate records. Blackbaud Persistent Key cleans databases through enhanced deduplication and house holding, matching across thousands of data points to identify a single constituent or family.

## Database Integration

Many organizations use multiple databases and input points to create a multichannel fundraising program. However, with different inputs constituent data is often disparate, incorrect, or incomplete. While basic deduplication checks help, Blackbaud Persistent Key will create a solid base of accurate data to ensure that any new information is tracked correctly. Stabilizing shared information up front protects future fundraising campaigns, donor stewardship, and financial tracking across databases.

## Database Migration

Embarking on any change of database takes significant advance consideration and planning. Record counts and complexity of data directly impact costs for potential systems. Blackbaud Persistent Key consolidates records and eliminates superfluous information, ultimately saving time and reduces financial spend during database migration.

Before:

### Multiple Records with Unknown Connections

ID	FNAME	M	LNAME	STREET	CITY	ST	ZIP	BB PK	HH PK
1234	JOHN	M	SAMPLE	123 MEETING ST	CHARLESTON	SC	29492	--	--
1235	JOHN	SAMPLE	III	123 MEETING ST	CHARLESTON	SC	29492	--	--
1236	JONATHAN	--	SAMPLE	123 MEETING ST	CHARLESTON	SC	29492	--	--
1237	JOHN	--	SMAPLE	123 MEETING ST	CHARLESTON	SC	29492	--	--
1238	JOHN	M	SAMPLE	1255 23RD ST NW	WASHINGTON	DC	20037	--	--
1239	TONYA	--	DOE	123 MEETING ST	CHARLESTON	SC	29492	--	--
1240	TONYA	--	DOE	200 KING ST	CHARLESTON	SC	29491	--	--

After:

### One Key with Known Connections

ID	FNAME	M	LNAME	STREET	CITY	ST	ZIP	BB PK	HH PK
1234	JOHN	M	SAMPLE	123 MEETING ST	CHARLESTON	SC	29492	79341A	56781A
1235	JOHN	SAMPLE	III	123 MEETING ST	CHARLESTON	SC	29492	79341A	56781A
1236	JONATHAN	--	SAMPLE	123 MEETING ST	CHARLESTON	SC	29492	79341A	56781A
1237	JOHN	--	SMAPLE	123 MEETING ST	CHARLESTON	SC	29492	79341A	56781A
1238	JOHN	M	SAMPLE	1255 23RD ST NW	WASHINGTON	DC	20037	79341A	56781A
1239	TONYA	--	DOE	123 MEETING ST	CHARLESTON	SC	29492	79342B	56781A
1240	TONYA	--	DOE	200 KING ST	CHARLESTON	SC	29491	79342B	56781A

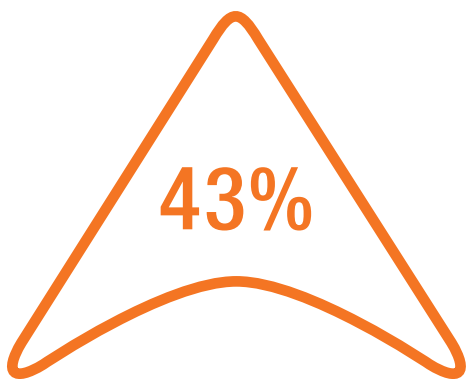
# Blackbaud Persistent Key in Use

## Customer Scenario

The customer is a national cause and cure organization. It processes National Change of Address monthly and requires weekly dedupe services given the number of direct mail and event-driven fundraising campaigns.

## Individuals within the CRM System

The full file contained 11 million individual records to start with. Blackbaud Persistent Key identified an additional 25,000 records with multiple names within the constituent record, increasing the total number of records processed to 11,025,000.



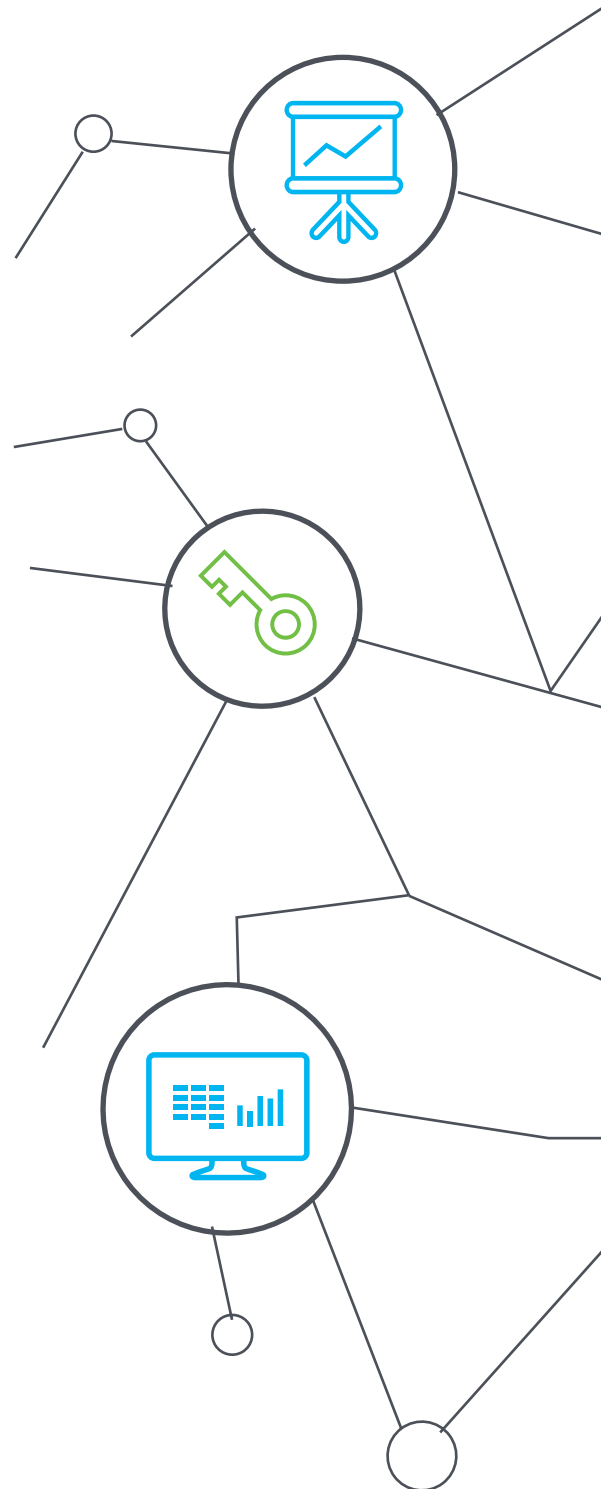
## Duplicate Individuals

In the initial full database append, Blackbaud Persistent Key uncovered a 10.7% duplicate record rate. If compared to a simple name and address deduplication service, the duplicate record rate would have been 6.10%. Blackbaud Persistent Key uncovered 43% more duplicate records than a simple name/address deduplication.

## Why Incremental Screenings Are so Important

Given the number of ways that a constituent may enter the CRM system—such as a fundraising event, direct mail campaign, online donation, or request form—and the number of ways a constituent can change or move within the CRM System—such as name changes or constituent contact information updates—it’s imperative that a cause and cure organization have the frequent ability to link records together properly to understand the 360-degree view of the constituent.

On a weekly basis, duplication rates within a single database can vary from upwards of 6% to more than 20%, in the case of newly entered constituents or updated constituents. These numbers increase even further for organizations managing multiple constituent systems.



To learn more about how Blackbaud Persistent Key can help your organization, contact your account representative. >