

Blackbaud 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-added 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 to 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 donors by adding specific sorting information, such as apartments, suites, and routing numbers
- ✓ **Deceased Suppressions:** This process removes supporters who have recently passed away
- ✓ **Duplicate Removal:** Once data has been standardized and updated, removing duplicates allows better donor management, segmentation, and campaign optimization



Data Hygiene (Preventing Stale Data)

ADDRESSFINDER™

More than 40 million Americans change addresses each year. Blackbaud's AddressFinder helps 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 USPS® 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 addresses
- **Turnaround Time:** Up to one business day (Up to three business days for clients who are not Raiser's Edge® customers)

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 indicators
- **Turnaround Time:** Up to five business days

ADDRESSACCELERATOR™

AddressAccelerator helps ensure that data is entered into 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, preventing incorrect address information from being entered into your database, and automatically inserting city and state. All you type is the ZIP® code!

- **Data Resource:** Raiser's Edge and USPS information integration
- **Advantages:** Consistent formatting, faster data entry, validation for all addresses (to ensure they are deliverable), and addition of ZIP+4® and county information to all records
- **Install Time:** Can unlock on same day as purchase

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

Increased reliance on mobile phones has added complexity to calling and major giving programs, forcing fundraisers to juggle numbers and adhere to new regulations

Constituent households shift regularly due to marriage, divorce, deaths, job changes, etc.—which makes it difficult to understand who to connect with, invest in, and steward



STANDARD DEDUPLICATION

Conversion Services removes duplicate constituents from Raiser's Edge® data. This is a one-time service.

- **Merging of constituent records—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 (Maximizing 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 addresses
- **Turnaround Time:** Up to two 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 already 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, schedule important meetings, 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 National Do Not Call Registry.

- **Data Resource:** Numerous public and proprietary databases
- **Deliverables:** Phone numbers
- **Turnaround Time:** Up to five 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 and the opportunity to begin text messaging with donors or even text-to-donate campaigns to raise participation rates.

- **Data Resources:** Hundreds of public and proprietary databases
- **Deliverables:** Cell phone numbers
- **Turnaround Time:** Up to five business days
- **Match Rate:** 25-30%

Best Practice Technique	Frequency	Purpose / Rationale
National Change of Address (NCOA)	Quarterly	Required every 90 days to maintain U.S. 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 and 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 and tested email addresses to donor records
Employment Append	As Needed	Identifies a donor's employer, which expands their contact profile

Demographic Appends (A Better Understanding of 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 Raiser's Edge®.

- **Data Resource:** Equifax® data (self-reported)
- **Deliverables:** Month and year of birth
- **Turnaround Time:** Up to five business days
- **Match Rate:** 30-40%

GENDERFINDER™

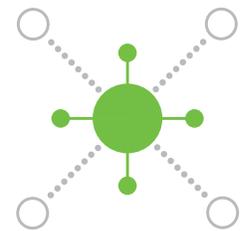
Did you know that women control 85% of personal and household spending in America today? Blackbaud will add gender to your constituent records to ensure that you address your constituents appropriately (as Ms. or Mr.). Try a targeted mailing to just men or women in your database, and you'll be amazed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

- **Turnaround Time:** Up to five business days
- **Match Rate:** 95%

PEOPLEFINDER

If you need to track down constituents 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 (with as little information as the 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 addresses, phone numbers, dates of birth, new last names, deceased indicators, and confidence ratings
- **Turnaround Time:** Up to 10 business days
- **Match Rate:** 70-80%



PeopleFinder™ ”
features over
1,700 databases
(including court
records, utilities, voter
registrations, DMV
data, NCOA, and other
marketing information)
that reach back 50
years in scope

CONGRESSIONALDISTRICTFINDER™

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

- **Deliverables:** Applicable district numbers
- **Turnaround Time:** Up to five days
- **Match Rate:** 95% on valid addresses

LEGISLATIVEDISTRICTFINDER™

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

- **Deliverables:** Applicable district numbers
- **Turnaround Time:** Up to five days
- **Match Rate:** 95% on valid addresses

SOCIALMEDIAFINDER™

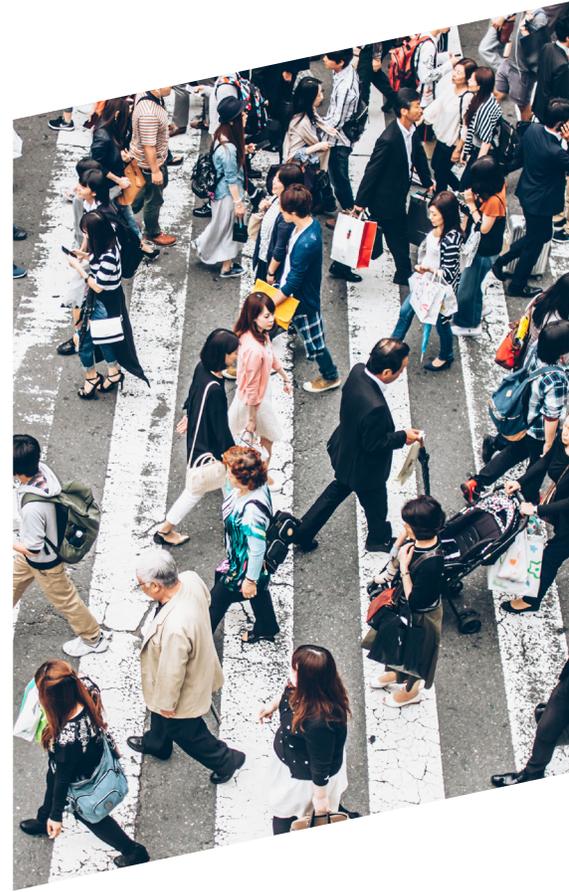
Social media has rapidly changed the world and the way in which we do business. Knowing how to identify and target people with an appropriate voice can help you quickly and effectively further your message.

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 make a positive impact on 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:** Constituent social scores (between zero and four) that estimate online reach and impact based on web presence and likelihood of influencing others; as well as URLs and handles for constituent social media sites, including Facebook®, LinkedIn®, and Twitter®
- **Turnaround Time:** Up to two 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. Blackbaud 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 names, contact info, and matching gift program eligibility guidelines
- **Turnaround Time:** Up to four weeks
- **Match Rate:** Approximately 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 thousand 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 of 25 thousand companies and their subsidiaries
- **Advantages:** Identification of donors who work for matching gift companies, boosted revenue from matching gift programs, saved time and effort by relying on our information, and matching gift info delivered directly into your donors' hands with MatchFinder

Learn more about Blackbaud Target Analytics and how our solutions can help you do more with your data.

[Check it out](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.