

Database Maintenance

Non-Profit

As non-profits are primarily funded by donors, maintaining those relationships with donors are very important.

OVERVIEW

Direct mail had been a well-established and effective fundraising technique for this national not-for-profit organization, but gift rates were on the decline and expenses were steadily increasing due to higher postage costs.

Further, the donor database contained a large number of inactive donors from years past that was no longer profitable to mail.



When any company decides to utilize a data-driven approach to marketing, customer retention and increasing their customer lifetime value, it all hangs on the quality of their data.

Having the correct team, software, budget, and planning can all be wasted if your data is poor, "Garbage in, garbage out".

Database Maintenance

Database Cleaning & Enhancement is the cornerstone of Cleanlist's success.

We know that inaccurate, outdated, and incomplete information is all over most databases.

Every error is potentially a lost opportunity and money out the window.



Correct and format your addresses to Canada Post's standards and beyond



Improve your NCOA results and capture additional moves with Cleanlist's proprietary address



Parse names into their component parts to enable precise personalization

Diagnosis

Cleanlist did an analysis of the entire donor database with a focus on data quality and the profile of active loyal donors.

It found that despite having used Blackbaud's address correction National Change of Address (NCOA) service, a significant number of donors didn't reside at the address they had.

This was especially true for inactive donors who achieved a validation rate of only 35%.

The Cleanlist team also modelled the active donors and segmented them using the Prizm clustering system.

Solution

The client hired Cleanlist to identify lapsed donors that could be verified to reside at the address on file and then rank them in order of priority using the active donor profile. The client then created a direct mail campaign to reactivate this higher potential segment.

The Cleanlist team also flagged the current and lapsed donors that failed to verify at the address on file. The client developed a telemarketing campaign to reach this group and request a current mailing address. A follow-up mailer was sent to the updated records that included an appealing offer.

Achievements

- The mailing to verified lapsed donors was very profitable and the most successful in its history.
- 25% of addresses were updated through the telemarketing campaign.
- Donations from the active segment increased by 10% by correcting the non-verified addresses.

Key Results

- Reactivated lapsed donors
- Reduced mailing costs
- Increased number of active donors
- Increase in overall donation gifts received

FUTURE PLAN

By performing on going maintenance to donor databases, non profits can ensure they stay in contact with their donors and maintain that relationship.

Also, understanding who donates can help them attract new donors that are similar.

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