AccuData
INTEGRATED MARKETING

Intelligent Fundraising

Drive fundraising success by staying in touch with valued donors and identifying new supporters.

Find lost donors, identify new supporters, and update your existing database using AccuData's Fundraising Solutions. AccuData drives fundraising success with a full suite of targeted data solutions, including data hygiene and enhancement, an easy-to-use online prospect research tool, fundraising analytics, and wealth identification.

Benefits

Update your existing donor database.

Discover which prospective donors are the most likely to give.

Segment data to target communications and customize ask amounts.

Solutions to Improve Fundraising Results

Our dedicated team of knowledgeable fundraising experts is committed to understanding your needs and guiding you through the data-driven fundraising process, from managing data enhancement and hygiene to identifying giving potential.

AccuData's intelligent fundraising solutions enable you to:

- Maintain the accuracy and completeness of your database
- Update donor records with single-record lookups or batch service capabilities
- Identify prospective donors who have the greatest ability and likelihood to donate

To learn more about our solutions, schedule a free consultation with a tenured fundraising expert.

We Take Data Personally

Data Hygiene

NCOALink® — Maintain the most current addresses, while reducing undeliverable mail and receiving postal discounts by performing USPS®-certified NCOA (National Change of Address) on a regular basis.

- **18-Month Service:** Records are passed through the USPS NCOA database to capture moves that have occurred within the last 18 months.

- **Move-Update Compatible:** NCOA is a Move-Update compliant process and will help to ensure that your list meets postal guidelines. NCOA-processed files include a CASS-certified output that provides address standardization, zip code correction, addition of the zip +4, and carrier route coding.

Data Enhancement

Add intelligence to your donor database with verified contact information and demographic attributes. Better reach and engage supporters with extra insight such as age, marital status, income, lifestyle information, and much more.

- Address Append
- Landline/Cell Phone Append
- Email Append
- Social Media Append
- Date of Birth Append
- Deceased Append
- Demographic Append
- Employment Append
- Wealth & Philanthropic Append

Online Prospect Research

AlumniFinder Online — Don't let the name fool you: While this online prospect research tool was developed for colleges and universities, it's ideal for nonprofits, too! Developed by AccuData and powered by LexisNexis® data, AlumniFinder Online enables you to quickly and easily make updates to supporter records and develop fully-customized reports on prospective donors.

Fundraising Analytics

Our dedicated team is ready to create a custom analytics solution that's precisely attuned to your organization's needs.

AccuData's custom fundraising analytics solutions enable development professionals to leverage the power of their donor data for actionable insights.

With AccuData's data scientists on your team, we'll help you identify your unique needs and surpass your outreach, development, and fundraising goals.

Wealth Identification

Wealth Screening — Gain valuable insight into a donor/prospective donor's wealth and philanthropic tendencies through our Wealth Screening services.

- **Detailed Wealth Profile:** See an individual's comprehensive wealth details along with their philanthropic giving history; this information can be used as an accurate indication of their capacity to give to your organization.

- **Wealth Indicators:** Additional data (including estimated net worth, income, home value, presence of children, and donor indicators) is supplied and can be used to craft a custom score to help determine individuals with the highest capacity to give.