

5 Question Playbook

to Increase Donations



5 Questions to Ask

The single greatest item that impacts donor retention and increased donations is the accuracy of your most valuable asset – your donor information. Successful fundraising begins with good data because your donors want to be treated as individuals, with respect and understanding, and they want to be confident their donations are being used efficiently and effectively in support of their chosen cause.

Here are 5 questions you should ask yourself as you look to determine the state of your donor information, and how it can be improved to boost donor acquisition and grow donations.



Current Donor



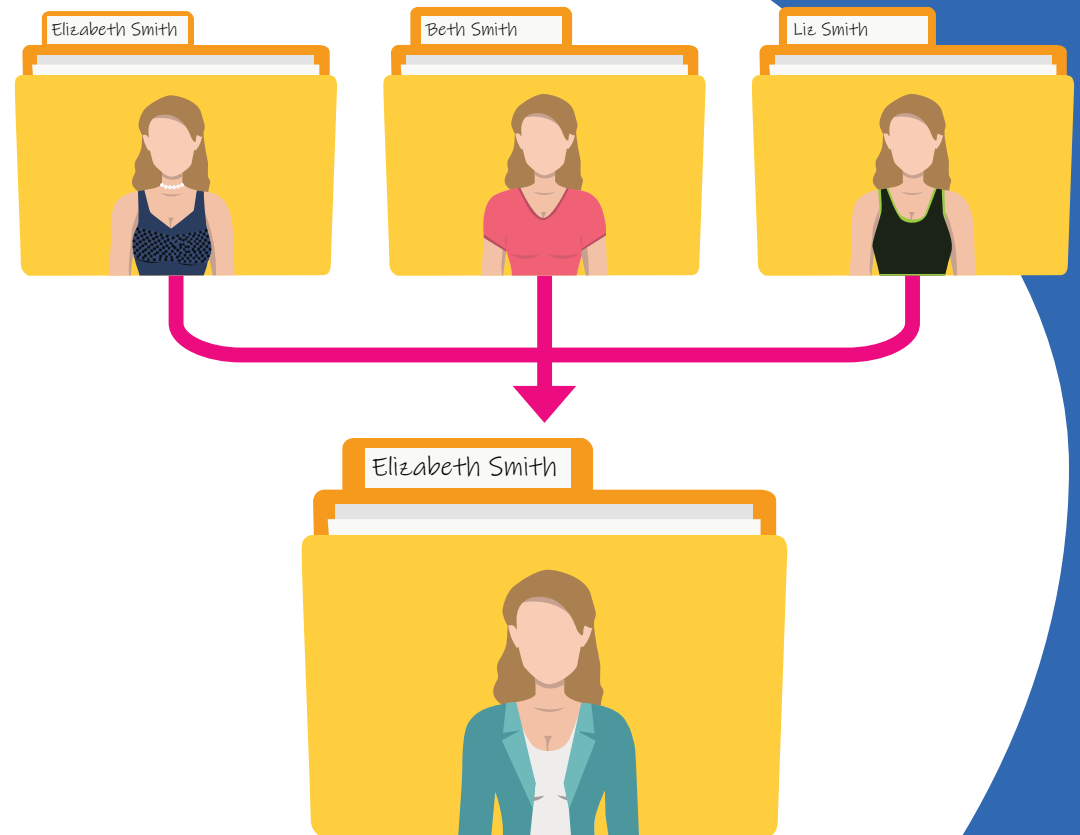
Look-Alike Audience

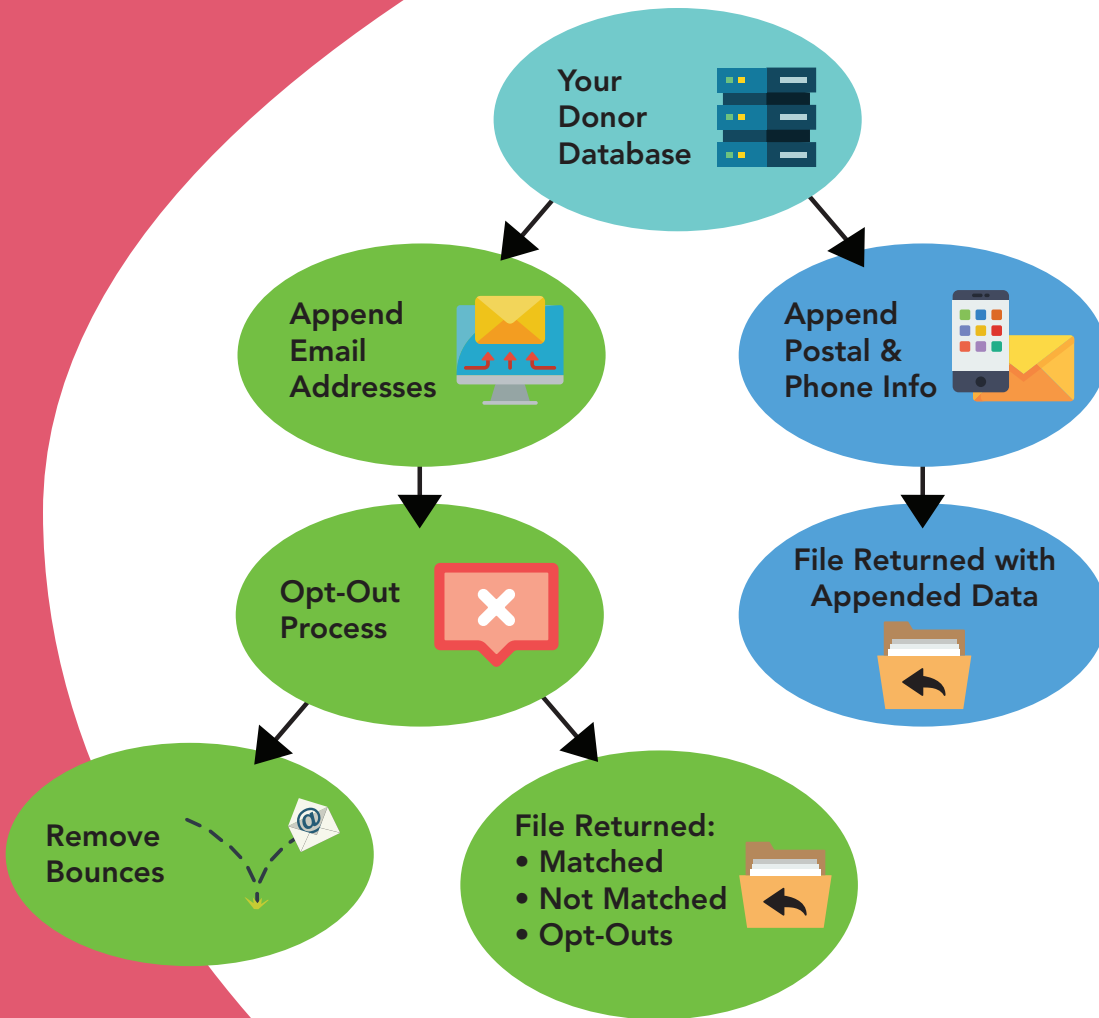
1. How Do I Find New Donors Similar to My Existing Donors?

Donor profiling helps you identify the ideal donor for your particular cause or charity. Marketing solutions companies can offer a relatively inexpensive Customer Look-Alike Report that applies demographic elements including: age, gender, race, education, income, marital status, presence of children, homeowner/renter, and more. The result will be a demographic portrait of your best donors plus a calculated Market Penetration Index which enables you to define the prospective market potential. Once you have a demographic portrait of your best donors, you can purchase a mailing list of potential new donors that share attributes with (or “look like”) your best current donors.

2. Why Should I Implement a Single Customer View?

The best way to strengthen donor relationships is to personalise the user experience and use highly relevant communications. But, up to 10% of your records could be duplicate or similar records. You might have past donation histories for Elizabeth Smith, Beth Smith and Liz Smith without knowing they are the same person. Consolidating duplicate records for a donor into one Golden Record (a single customer view) allows you to get a powerful overview of every action your donor has performed – on their mobiles, on your website, or through your call centre – all in one place.





3. How Can I Enrich My Donor Records to Expand My Reach?

Maintaining high quality donor data (name, address, email and phone) is the first step. Once you have that task completed, there are a range of data products you can utilise to break into new channels and communicate on your donor's preferred platform. You can add accurate email addresses and/or mobile numbers to your postal lists and combine low-cost email marketing and telemarketing with your existing direct mail campaigns. Or match mobile device IDs with email addresses, or even add social data to your donors (profile URLs for Facebook, Twitter, Instagram and more) to build relationships with your social influencers and expand omni-channel efforts even further.

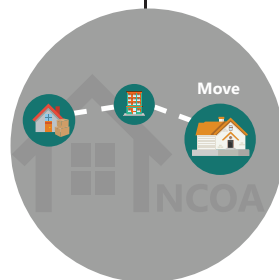
4. How Can I Save on Direct Mail Costs?

The best way to save money on direct mailing efforts is to get your donor list cleansed and updated so that your database only contains the most up-to-date addresses for all your records. First, cleanse your list by using a Royal Mail or international certified address verification service. This verifies and corrects each address, adds the proper post code, and standardises everything to local and international formats. Next, utilise a Royal Mail NCOA processing service to match your donor list to the Royal Mail database of movers which is updated monthly. This helps ensure you are mailing to the right donor at the right address.

Additionally, using an address lookup and autocomplete service on your webforms can gather accurate address data in real time, offering only correct data to consumers. For example, during the onboarding stage of a new donor. It's a vital convenience – particularly in an age when people are often completing contact forms on small mobile screens, making them more prone to mistakes. Approximately 20% of addresses entered online contain errors including spelling mistakes, wrong property numbers and inaccurate postcodes.



✓ **Cleanse Your List**



✓ **NCOA/
Change of Address**



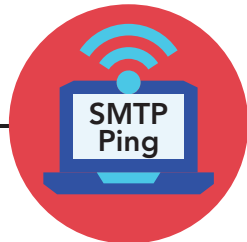
✓ **Use Address Lookup
& Autocomplete**



Your Email Mailing List



✓ Not a disposable address



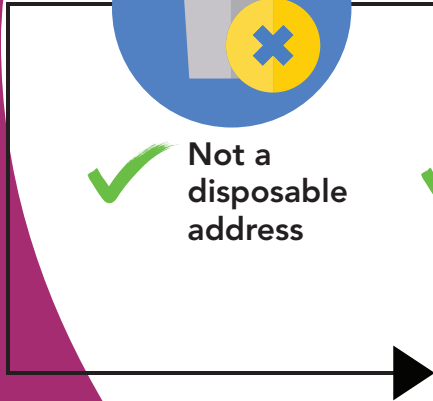
✓ Does the mailbox exist?



✓ Is It Correct?



Inbox



5. How Can I Improve Email Deliverability?

Leveraging email verification tools during data entry is the best way to prevent human error (by your donor or by your data entry personnel). These tools will flag or correct common misspellings and syntax errors, including Gogle, Yaho, @@, or .con, and even check to make sure the email mailbox is live and can receive email (via SMTP ping). Together, these types of tools can drastically reduce bad emails by up to 95%, while identifying spam traps and honeypots. This results in more emails delivered into the inbox, fewer bounces and the protection of your vital sender reputation.

Essential Solutions for Donor Data Quality

Melissa helps nonprofit organisations and charities – large and small – maintain clean, consistent and complete donor information by avoiding:

- ✓ Bad contact data from entering your database
- ✓ Spelling and formatting errors that impact email deliverability
- ✓ Duplicates that inflate costs and prevent a single customer view
- ✓ Sending mail to your donor at a previous address
- ✓ Missing email, phone or postal address that prevents omni-channel fundraising

Free Consultation

Your free consultation with Melissa will be used to discuss your specific fundraising and retention goals. By gathering information about your existing donors and prospects, we can begin to help you identify the best ways to improve your donor data and identify your ideal and untapped audience segments.

Let's Get Started! Email Info.uk@melissa.com or give us a call at **+44 (0)20 7718 0070** to talk with a fundraising specialist today.





About Melissa

Since 1985, Melissa has specialised in global intelligence solutions to help organisations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

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