



## How Listware Reconnected Altapass with Lost Supporters After 8 Years



The Altapass Foundation is a nonprofit organization dedicated to the preservation of the land, history and culture of the Southern Blue Ridge Mountains. Located in Western North Carolina, the Altapass Foundation operates the Historic Orchard at Altapass.

### LOSING TOUCH WITH MEMBERS & SUPPORTERS

To carry out its mission, Altapass operates many projects and programs – all supported by generous sponsors, business members and partners. It also hosts many public activities, attracting an increasing number of locals and tourists, year after year. As you can imagine, the organization has accumulated a large contact database throughout the years.

Instead of its database being an asset to increasing funding, the foundation found that one of its biggest issues was outdated contact data. The organization was losing touch with key members and supporters.

Another challenge – many of its members did not provide and/or do not use email, so the foundation relied heavily on sending traditional mail to reach them.

“Every mailing resulted in a significant number of returned mail items,” said Michele Williams, executive director of Altapass.

In order to successfully reach its members, the foundation needed to update its database.

### FINDING A FLEXIBLE SOLUTION ON A NONPROFIT BUDGET

In the past, Altapass searched for an affordable address verification and correction solution that fit its budget, but always come up short. “Every so often, I looked for products to help us keep our database up to date, but until now, I was unable to find a software that was affordable for a small nonprofit,” Williams explained.

The foundation also needed a solution that would work seamlessly in Microsoft® Excel, as most of its contact information was stored there. "I had already exported our database to Excel, so for us, it was a no-brainer," Williams noted.

Williams discovered Melissa's Listware solution, a data cleansing, deduping and enrichment tool that integrates directly into Excel.

What drew her to Listware was its affordability. "With Listware for Excel, the cost is based on the amount of data, and the rates are very affordable. For about \$100, I was able to process more than 10,000 names, addresses and phone numbers," she said.

With information from a large multi-sourced database, Listware allows users to verify, correct and update their contact data. Listware returns the current addresses of individuals or businesses that have moved, and can even process records that date back more than 10 years – a critical function Altapass needed.

Listware also goes beyond simple data validation by cross-referencing if a name corresponds to an address, email and phone data. This gives an organization the confidence knowing that all data touch points are associated with a contact.

## REENGAGING LOST DONORS & ELIMINATING RETURNED MAIL

What Williams liked the most about Listware was not just its affordability, but its ease of use. Listware for Excel allows you to simply select a table or range of records in a worksheet to clean your data.

"I gave [Listware] a try, testing it on known cases. It is very easy to use and it worked perfectly," Williams said. "[I was able to] process all of our database entries. I now have the data I need to ensure that our database is accurate."

After using Listware, the foundation saw a dramatic drop in returned mail. Williams said, "After running our database through Listware, I mailed postcards to more than 400 people with whom we had not had contact for four to eight years. Only one postcard was returned!"

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– MICHELLE WILLIAMS, EXECUTIVE DIRECTOR ALTPASS FOUNDATION, INC.



### About Altapass:

Altapass Foundation is a 501(c)(3) public non-profit. It's mission is to preserve the history, heritage and culture of the Blue Ridge Mountains; protect the underlying orchard land with its apples, wetlands, butterflies and other natural features; and educate the public about the Appalachian experience.

### About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations 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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