

5 Steps to Nonprofit Omnichannel Marketing Success

The single, greatest item that impacts donor retention is the accuracy of your valuable donor contact information according to the Association of Fundraising Professionals. Do you know if each element of your contact data (addresses, phone numbers, and emails) is in top shape to reach your donors, prospects, members, and/or alumni? Your first priority is clean contact data - the smartest approach to maintaining existing relationships and establishing new ones.

Checklist

5 Steps for Improved Communications & Response Rates for Nonprofits

Here's the short list of how to make sure your communication efforts pay off in every way from improved donor engagement to increased revenue.

- 1. Keep it clean. Verify all contact elements for accuracy. It will reinforce your organization's competency with improved communication.
- 2. Max out! Get maximum postal discounts and reduce undeliverable-as-addressed (UAA) mail by simply updating your addresses.
- 3. Avoid duplicate records like a data plague.
- 4. Add missing data to complete your records - from emails and phone numbers to social media handles from 100s of networks.
- 5. Gain new insight to your donors and prospects for personalized marketing.



5 Questions to Ask

1. What happens if I don't clean my contact lists

It may have already happened - returned mail, wasted postage, bounced emails, and a hit to your organization's reputation because of its lack of attention to detail. And, according to some research, about 53% of donors leave an organization due to lack of effective communications. Contact data inaccuracies are a big deal. Make a habit of cleaning your data often - at least once a year.

2. How can I save money on mailings?

Every penny counts and that includes every cent you may lose on returned mail or neglecting to make sure you qualify for maximum postal discounts. USPS® CASS™ and PAVE™ Certified processing, plus Move Update compliancy, are a must-have for postal discounts. NCOA^{Link}® (National Change of Address) is one of four USPS approved methods for Move Update. NCOA^{Link} is unique because it is the only Move Update service that updates addresses before mailing to eliminate wasted postage and production costs. Melissa Data offers NCOA processing for U.S. and Canadian addresses as a Cloud or batch service for organizations looking to maximize postal discounts while minimizing undeliverable-as-addressed mail. Remember: Move Updating needs to be done within 90 days prior to a mailing to qualify for preferred mailing rates.

- Over a four-year period, 30 to 40% of the people in your database will have changed addresses or died, according to NonProfit Quarterly.
- Since 17% of Americans move each year, that could mean a typical nonprofit database of 20,000 names could have 3,400 out-of-date addresses if not updated in the last year.

5 Questions to Ask

3. What is deduping?

Simply put: it's getting rid of duplicate records in your contact database. Duplicate records are the bane of organizations since they drive up mailing costs and can irritate donors with multiple mailings to the same person or household. Accurate, updated, and standardized addresses enable efficient duplicate check processing. Bottom line: Match; merge & purge; and cross reference your records until you have one single, complete, and accurate view of each of your contacts.

4. What is considered a complete contact record?

The more contact elements you can add, the better. Complete includes: name; full address; phone; email; and Social Media handles. Keep adding missing data until the record contains all of these elements. The more contact points, the broader your reach will be for better communications and responsive campaigns.

5. Do you know who your donors & prospects are?

Gain more insight into your supporters and prospects by knowing more lifestyle data details. Each added piece of information—gender, marital status, date of birth, occupation, household income - helps you personalize your marketing and fundraising campaigns. Learn more about your existing donors so you can target more donors just like them.

"A strong organization will realize nearly 70% more revenue than an average organization purely based on data quality."

Sirius Decisions

Essential Tools for Data Cleansing & Marketing Success

Melissa Data helps nonprofits - small or large, universities and associations, and many others - be confident that all their contact data is pristine for successful campaigns. Our toolbox includes what you need to verify, clean, dedupe, update, and enrich your contacts to reach your organization's goals effectively with actionable data.

Listware®

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