



*“This past December, after running our database through Listware, I mailed postcards to over 400 people with whom we had not had contact for four to eight years. Only one postcard was returned!”*

- **Michelle Williams**  
Executive Director  
Altapass Foundation, Inc.



## New Excel Add-In Helps Nonprofit Organization Improve Outreach Efforts

### Company

Altapass Foundation, Inc., a 501 (c)(3) nonprofit

### Challenge

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. The foundation hosts many public activities, and has a large contact database that dates back more than 10 years. This was one of the foundation’s biggest issues – outdated contact data.

Another challenge – many of its members do not have 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.

In the past, the foundation searched for an affordable address verification and correction solution that fit their budget, but it would 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 software that was affordable for a small nonprofit,” Williams explained.

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

### Solution

Williams discovered Melissa Data’s Listware for Excel add-in, a data 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

### About Altapass

The mission of the Altapass Foundation, Inc. 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.

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process over 10,000 names, addresses, and phone numbers,” she said.

With information from a large multi-sourced database, Listware for Excel 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.

## Results

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, “This past December, after running our database through Listware, I mailed postcards to over 400 people with whom we had not had contact for four to eight years. Only one postcard was returned!”

## CASE STUDY



## About Melissa Data

Melissa Data is a leading provider of data quality, marketing and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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