



“NCOA^{Link}® [change-of-address] updates via Melissa Data are far more cost-effective than paying for returned mail.”

– Cheryl Weissman
Founder of CJW Consulting



Consulting Firm Helps Nonprofit Organizations Update their Data

Company

CJW Consulting & Services, Inc. (CJW)

Industry

Nonprofit

Challenge

Founded in 1993, CJW Consulting & Services, Inc., a Morton Grove, Ill.-based consulting firm, helps nonprofit organizations better optimize their software resources. The firm provides software assessments and audits, software training, data analysis, and data conversion.

Cheryl Weissman, founder of CJW Consulting, says its biggest task is working with nonprofit organizations that need to update and verify their contact information for upcoming fundraising or marketing efforts.

In order to provide this service, the firm needed a flexible solution to update and verify their clients' contact information with the most accurate addresses. CJW processes anywhere from 2,500 to several million records per month – so speed is a factor.

Weissman says that most of her clients have neglected their data – so updating and cleaning their contact information is extremely critical.

“All of my clients are nonprofit organizations, so sending mail to the wrong address is a cost they really can't afford to incur... also, losing a donor's address can mean losing the donor's support – which is not acceptable,” Weissman says.

About CJW

CJW Consulting & Services, Inc. offers a wide variety of services, including software assessments and audits, on-site software training, data analysis, data conversion, consulting and temporary staff replacement.

CJW has assisted nonprofits in over 30 US states and four Canadian provinces to date.

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Solution

Melissa Data's NCOA^{Link} Processing Service searches for address changes filed with the USPS® in the last 48 months.

Benefits

- Reach more customers by obtaining their current address
- Identify undeliverable & incomplete addresses
- Cut mailing costs and qualify for postal discounts
- Increase postal processing efficiency & delivery

Results

CJW Consulting selected Melissa Data as its data service provider. What made the company stand out?

"Melissa Data's services are very affordable and every staff member I've ever communicated with has been consistently polite, professional, informed, and responsive," Weissman says. "This is far from typical."

Weissman adds that she is pleased with the NCOA^{Link} service. "I rely heavily on referrals, and the fact that people expect me to be pretty knowledgeable about data and software. Melissa Data helps me project that image," she notes.

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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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