

CheckList™

Over 100 million data records per year!

We treat data hygiene as equal parts craft and science.

Our proprietary data health check improves the outcome of address correction, NCOA and duplicate identification and flags suspicious data records. There isn't just one way to sift through and improve data records. We've built our tools for more than a decade and now dust and clean about 100 million data records per year. You'll see the value in choosing Prime Data as your data partner based on our experience, expertise, technology and commitment to your COMPLETE SATISFACTION ... GUARANTEED.

For more information, please call Steve Falk, President, Prime Data 289-802-0584 or email sfalk@primedata.ca

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Donors move. *Go with them.*

Protect your valuable revenue from "mover's attrition" with our NCOA *CheckList*™ package.



Did you know over 15% of households move every year?

Safeguard your valuable donor revenue by retaining essential relationships. It's easier and less costly to find a lapsed donor than attract a new one.



primedatawork
primevariableprinting
primemailingservices
primefulfillment



NCOA **CheckList**[™] is an accepted annual best practice that helps you retain donor revenue.

Our comprehensive NCOA Package includes:

- > Address Correction
- > NCOA (National Change of Address) processing
- > Duplicate identification (merge records and clean up databases)
- > A scheduled reminder to perform NCOA each year or before important campaigns
- > Volume discounts

How does NCOA protect your revenue?

- > Delivers substantial ROI from annual NCOA processing (*see facing page*)
- > Solves natural attrition of your donor base due to moving
- > Leverages existing donors - retaining donors is less expensive than acquiring new ones
- > Builds long-term stewardship with donors - an important foundation for future major gift cultivation
- > Saves time and gets your campaign launched faster with a simple data export and quick re-import return
- > Uncovers changed addresses where no forwarding address is available

The ROI Example

Below is a real-life success story outlining how our client saved over \$5,682 in donor contributions from mover attrition.*

The Challenge:

Our fundraising client came to Prime Data with the discovery that they were losing valuable revenue because some of their best donors were moving without sending a forwarding address. They were also wasting time and money due to returned mail and wasteful duplicates.

The Solution:

Our CheckList[™] package was developed after working with fundraisers for more than a decade. We have created proprietary processes managed by a team of professionals that produce the best results from donor data.

The Savings:

Of the 49,000 donors in their list, we recovered 4.91% or 2,409 records with an average gift of \$65.65. Our estimated one-campaign donations attributed to found donors was just over \$6,642! With an investment of \$960 for the CheckList[™] service, the return was \$5,682.

Number of donors in list	49,000
Number of moved donors found using NCOA	2,409
Average gift in donor campaigns	\$66
Average response rate	4.2%
Donations attributed to found donors*	\$6,642
Cost of CheckList [™] , the NCOA processing package	\$960
Total revenue protected	\$5,682

** estimates are based on the known response rate and average gifts for this client from a single mailing*

Donors move.

NOW you can find them with **CheckList**[™]