

# Data quality for Nonprofits

## Optimize outreach to donors with the power of reliable data

In the nonprofit sector, donor engagement is a key component of supporting your mission. Whether you're sending personal letters, connecting over the phone, communicating via email, or simply collecting volunteer information, you'll need to ensure accurate contact data to optimize your fundraising and reap success.

### Experian can help

**Experian Data Validation and Append Solutions** can identify accurate and valid contact data across phone, email, and address. We can provide information such as phone type, email risk and frequency of use, mail deliverability, and more. We can also update addresses for those who have moved and append email addresses and phone numbers when they're missing from your data. All verified against reputable sources, such as the latest USPS® data.

### Data Validation and Appends for nonprofits



#### Address validation

Our address validation solution uses the latest USPS® data to verify a physical address, to ensure data is delivery point validated (DPV) and standardized.

#### National Change of Address (NCOA)

The NCOALink® service cleanses, standardizes, and updates individuals' data using the latest USPS® change-of-address data over the last 48 months.



#### Phone validation

Phone validation identifies accurate and valid phone numbers. It also detects if the phone number is a landline or mobile, so that you have the best mode of contact - via call or text.

#### Phone append

Phone append finds the best phone number for individuals by matching names and mailing addresses from the contact list with phone data. It also provides information like phone type, such as landline or mobile.



#### Email validation

Email validation helps you confirm email deliverability and improve outreach performance. This solution identifies incorrect, undeliverable, or harmful emails.

#### Email append

Email append pulls from a digital identity database of consumer emails which can be matched to individuals' names and postal addresses. It can identify the best consumer email, plus factors like frequency of use.

## Prepare data for better outreach and fundraising outcomes

**Experian Aperture Data Studio** connects and consolidates data sources. By harmonizing, profiling, and deduplicating data, it ensures the information is correct, complete, and consistent over time.



### Aperture Data Studio

Experian Aperture Data Studio is a data quality platform that can run full-volume analysis across data, seamlessly connecting to hundreds of data sources to create an ongoing comprehensive view of patient data.

- ✓ Impact assessment and scoping
- ✓ Source-to-target mapping & validation
- ✓ Secure data extraction and preparation
- ✓ Data migration prototyping & testing
- ✓ Data profiling and data discovery
- ✓ Ready-made data archival solution

We help nonprofit organizations make the most of their customer data every day.

[Learn more](#)