

Turn data quality into donations

Improve your fundraising strategy into the new year and beyond

The present moment offers an amazing opportunity for non-profits in the shape of digital fundraising. McKinsey recently reported that 65% of customer interactions are now digital, and you can capitalize on this new reality by using data quality to deliver intentional, personalized outreach to your audience.

According to NeonOne, **46.2% of donations occur in November, and 30.8% occur in December**

The opportunities of good data quality

Prioritizing good contact information allows you to keep up with your community and develop relationships leading to long-term donorship. Just as important, you'll spend less time and money battling the consequences of inconsistent and unreliable outreach. With accurate contact data, personalize your communications in a variety of ways, including:



Email newsletters

Write weekly newsletters to grow community and provide updates on your progress, initiatives and wins.



Email validation

Ensure that the email addresses in your database are accurate so that your emails reach the right audience and fulfill their intended purpose.



Text alerts

Send text alerts to notify your community of volunteer sign-ups, live streams, and other pressing news.



Phone validation

Quickly verify whether a phone number is accurate. Find out if the phone number you have for a business contact or customer is active and able to receive calls.



Mail order loyalty program

Show your gratitude and mail quarterly gifts or shout-outs directly to your most generous donors.



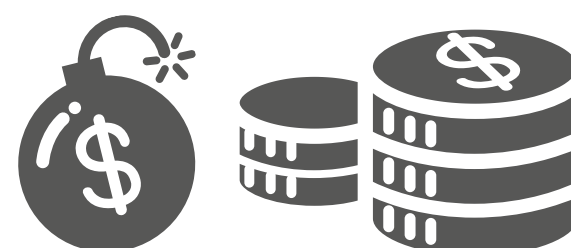
Address validation

Check mailing addresses against an authoritative database to determine their validity, and maximize the correct addresses in your CRM.

The costs of bad data quality

Inaction will certainly come at a cost. The most targeted and thoughtful communications become meaningless if the recipient never sees them. Doing nothing may result in several losses, including:

- Budget loss to failed delivery of marketing collateral
- Inability to grow donorship due to unreceived calls for charity
- Hours to weeks spent crafting undeliverable marketing material



Experian's data quality solutions can help. Contact our team today.