



Increase the success of your donor campaigns with clean, accurate and complete data

## Contact Us

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## List Processing Services For Fundraisers

### Maximize the Potential of your Donor Database

Campaigns to acquire and grow donor relationships can be costly. The quality of your data is the single biggest factor in the success of your efforts. A significant percentage of your donors will move in any year, and an even higher percentage will provide incomplete or inaccurate information. So how do you ensure that your donor database achieves the highest possible standard of data accuracy?

To address these problems, Cornerstone offers a standard package of data cleaning, data optimization and merge purge services specifically designed to maximize the potential of your customer acquisition and growth efforts.

### Enjoy Cost Savings by Eliminating Waste

Cornerstone's *Donor Database Cleaning Service* is designed to identify invalid records within your donor database and correct those records. Using both Canada Post NCOA as well as Cornerstone's own proprietary data products, movers are identified and addresses are verified and corrected. And, those records that cannot be corrected are identified in the database as invalid – so you can eliminate them from your mailings. This service enables you to improve your ROI by avoiding wasted printing and postage costs while improving your response rates.

### Grow Customer Relationships by Filling in Information Gaps

Gain complete contact information for your donors using Cornerstone's *Donor Database Optimization Service*. This service allows you to enhance the data you have about your donors by filling in gaps in name and address information, appending phone numbers and adding gender and honorific information. This allows you to improve donor service while increasing revenue potential by providing the opportunity to fundraise through new channels like telefundraising.

### Maximize the Efficiency of Your New Donor Acquisition

Cornerstone's *Merge Purge Service* allows you to eliminate the cost of mailing to duplicate records. Using our advanced processes and tools, we standardize multiple data files, merge them and purge only those records that are true duplicates.

### Learn More about List Processing Services for Fundraisers Today

To take advantage of these services, call 416-932-9555 today.