



Increase the success and the sensitivity of your donor campaigns by identifying deceased records before you mail

### Contact Us

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## Deceased Data Cleansing Services for Fundraisers

The cost of mailing to donors is high. But the cost of mailing to deceased donors includes both a financial cost to you as well as an emotional cost to the family. As part of our suite of data cleansing services, Cornerstone is pleased to introduce a new service to help you identify the deceased records in your donor database.

### Access to a Comprehensive Database of over 1 Million Deceased Individuals

Our proprietary service allows you to scrub your donor file against a comprehensive database of over 1 million deceased individuals – the same database used by the financial sector.

### Enjoy Cost Savings while Avoiding Painful Reminders

By identifying those records that are deceased you can eliminate them from your mailings. With match rates from 1-4% on average, this service enables you to improve your ROI by avoiding wasted printing and postage costs while improving your response rates. And you can avoid upsetting the family members with a painful reminder of their loss.

### Learn More about our Deceased Data Cleansing Services for Fundraisers Today

To take advantage of these services, contact Jennifer Brown at 416-932-9555 ext. 353 today.