STELTER

Getting to the heart of the matter

Data Enrichment Tool Kit

Solutions for Finding and Targeting Your Best Prospects

Data Enrichment Tools

Let us do the heavy lifting on identifying the donors you should target next.

The strength of your marketing efforts depends first and foremost on the quality of your database. Who are you marketing to and what do you know about them? People move, their demographics change and their attitudes evolve. It pays to know as much as you can about your target audience and constantly update their information. The Stelter Company offers several data enrichment services to help you build a better mailing list, providing you with a strong foundation on which to build your success.

Address Tracker

Save time and money by reducing undeliverable mail

A typical mailing list degrades by 25 percent each year because of moves and other changes. Keeping your list clean will save you time and money on production and mailing costs, and it can dramatically boost your overall return on investment. We run your mailing list through the address quality tools approved by the U.S. Postal Service, which verifies all your addresses using the National Change of Address (NCOALink) database. This ensures that you receive optimal mailing rates and eliminate waste on undeliverable mail.

Age Tracker

Target the right message to the right generation

Knowing the ages of the donors in your database is an essential building block toward creating targeted marketing campaigns. Our Age Tracker service matches the names in your database with the same names in a national consumer database containing additional demographic information. Expect to match 70 to 75 percent of the names in your database to an enhanced consumer record. Of those matched, expect the information provided to have an accuracy rate of 80 percent. In total, you can plan to receive an accurate year of birth for 65 to 70 percent of the names in your database.

E-Mail Tracker

Build your list of e-mail addresses

Adding e-mail addresses to your donor records allows you to tap into a lucrative and increasingly welcomed means of communication—the Internet. Build your e-mail list using our permission-based service. We match the names in your database against a national database of 120 million e-mail addresses, compiled from companies who have sold their e-mail lists and from people who have made purchases online. Next, we cleanse the matches to identify each individual's most recently used e-mail address. Once appended, we'll send these individuals a message verifying their interest in receiving your future e-mails. These e-mails feature your branding along with a message that we help you create. Our typical net match rate is 15 to 20 percent. The average opt-out rate is less than 1 percent.

Audience Analyzer

Take a comprehensive look at your database without busting your budget

Are you able to identify the obvious major donors from your database but wonder if you might be missing the "millionaires next door"? The Stelter Audience Analyzer uncovers age, gender, length of home ownership, estimated household income and a wealth rating that will help you find and/or confirm your best prospects. Stelter analyzes your data and provides recommendations regarding whom you should target for major/planned gifts.

Donor Dynamics

Find your very best prospects

Stelter Donor Dynamics is a customized modeling program that analyzes your database to identify your top planned giving prospects. This analysis is completed in two steps. First, we examine your current list of planned givers to determine common characteristics of this group using data points unique to your audience and organization. Then we identify, from your total database, those donors and/or prospects that match your custom profile/model and code them with a Dynamics score.

Stelter then applies its proven Planned Giving Affinity Filters to the identified Dynamic prospects; this further defines the group to pinpoint your top prospects for marketing purposes and potential visits. The program provides 13 categories in a matrix, segmenting donors quickly and easily into groups by gift loyalty or affinity, or a combination of the two. By identifying and prioritizing your prospects, your organization will be better able to make the most of your marketing and personnel resources.

What You Receive

- A comprehensive report and personal consultation outlining all findings
- Scores that are flagged to donor ID numbers for easy upload into your development database
- A call list for top-tier gift planning prospects for one-on-one communication

Wealth Tracker

Identify and track wealthy prospects

Wealth tracker uses a Web crawler that is customized to search and track the business and financial activities of your prospects and donors. This technology delivers updates on the career advancement of individuals within privately and publicly held companies. It also searches for sales of private companies, mergers, press releases, venture financing and security transactions. Searches are conducted daily, and development officers are alerted of relevant data via e-mail. More than three million private company and all public company Web sites are searched for updated information. Biographical data and company profiles are provided.

The Stelter Company is a leading source for gift planning marketing for the nonprofit community. We help organizations identify, educate, cultivate and inspire donors to support their charitable missions. Superior and quantifiable results are achieved through multichannel direct marketing—direct mail, Web, and e-mail—in coordination with our consulting, data enrichment, and training services. These integrated solutions are based on scientific social research, data-driven tactics and insights gathered from 48 years in the field.

Learn more about how we can assist your organization in "getting to the heart of the matter." Visit us at www.stelter.com or call 800-331-6881. Join our community of gift planning professionals at www.bestowcommunity.org.

STELTER

Getting to the heart of the matter

Nurturing Relationships **Sharing** Your Message **Cultivating** Philanthropy

www.stelter.com ▪ 800-331-6881

Revised: 4/10