

Multi-Campus University System Relies on AccuData to Update Records

Staying in touch with supporters is not an easy task. Since 2001, AccuData has helped many of the country's leading nonprofit organizations and universities ensure the accuracy of their supporter records and identify individuals with the likelihood to give.

**Client Profile**

Multi-Campus University

**Industry**

Higher Education

**Location**

Nationwide

**Client Since**

2014

BACKGROUND

When a multi-campus university system needed updated records, the team at AccuData was ready to take on the heavy lifting. As experts in all things data, including processing and management, AccuData possessed the technology, tools and know-how to take on the batch updates and complex processing required for the project. With access to the nation's highest quality and most up-to-date data, AccuData was the right partner to aid this university in connecting and engaging with its alumni and supporters.

We Take Data Personally

THE CHALLENGE

A large, multi-campus university system sent out a Request for Proposal (RFP) in January 2014 to have alumni records updated with postal addresses, email addresses, and cell phone numbers. The university's system office distributes the completed data files to various campuses throughout their home state for use in fundraising projects and outreach programs with their alumni.

THE SOLUTION

AccuData won the RFP bid and has since performed several projects to supply updated alumni records to the university system.

These services include:

- **Data Hygiene:** Produce stronger direct marketing and fundraising results by ensuring that postal and email address attributes are standardized and corrected.
- **Batch Services:** Update key contact details and life changes of your supporters for a fraction of the cost (and time) it would take to do so online via individual record lookups.
- **Data Enhancement:** Develop personalized and well-targeted donor appeals with the addition of data-driven demographic intelligence and multichannel contact details to your database.
- **Marketing Verification:** Reduce the number of donors you lose each year by instantly keeping track of address changes and the identification of new addresses for your base.

THE RESULTS

AccuData's knowledgeable team of experts helped guide the university client through the process of address verification, enhancement, and data hygiene.

The client shared: *"We chose AccuData for two primary reasons: price and reputation. Being a public agency, we always have to consider price as part of the equation. We have not had anyone match the price and content of AccuData."*

TESTIMONIAL

"The customer service with AccuData has been terrific. The process has been very simple and straight forward with an incredibly quick turnaround on projects."

- University Research Specialist