

Netrics Success Story

"New Member Appeal" Mailing Skips Current Members

Netrics Data Matching Services and N-Mend™ allowed a leading non-profit organization to reliably screen-out existing members from a new member appeal, saving 30% on mailing costs and improving member satisfaction.

The Client

Client "F" is a nationwide, non-profit organization with 50,000 - 100,000 members. F is dependent on annual gifts and membership to fund public service programs.

Situation Analysis

Every year, F rents a mailing list from an affiliated non-profit to solicit new memberships and donations. Because there is significant overlap between the membership of the two organizations, F has always been worried about sending "please join" letters to its existing members. Their biggest worry has been that "double-dipping" a donor who has just given \$10,000 could make that person feel they weren't getting the recognition they deserved and might leave them less likely to support F in the future.

The Challenge

F needed a way to exclude existing members cost effectively from the "please join" solicitation. Unfortunately, dirty data, use of spouse's names and joint names in addresses, and variations in address representation made conventional matching software ineffective.

The Netrics Solution

The Netrics Data Services team was able to leverage Netrics' Real-World Matching Platform software to perform an overlap analysis so that F could exclude every individual who was in both lists from the mailing.

F's budget was limited, so they elected to self-manage the review of intermediate-strength matches in the "gray area" using the Netrics N-Mend tool, to determine if they were actual matches or not. Also, F had tight time constraints and wasn't sure if it could perform a complete N-Mend review in time for the mailing, but they wanted to ensure they protected their highest-value donors from redundant solicitations. To respond to this need, Netrics delivered the manual review data sorted in order of descending size of previous gift, so that the highest value donors were screened first and if any donors had to be skipped, they would be the lower value donors.

Successful Outcome

F's mailing went out on time, completely reviewed, and, for the first time ever, without double-dipping high value donors. Not only did F avoid any defection by offended existing members, they were able to trim their mailing costs over 30%.

Also, Netrics' analysis also showed that F's mailing list vendor actually had about a 10% duplicate record rate. This data enabled F to negotiate a reduced list rental rate for the following year.

707 State Road, Suite 212
Princeton, NJ 08540

Tel +1 609.683.4002 • Fax +1 609.497.9030
info@netrics.com • www.netrics.com

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