

# Data Quality for Charities and Not-for-Profits

Working with you to make the most of your data

Tailored Data Quality solutions from Experian to fit the needs of your NFP

## Transform the way your charity works

By making the most of the data you hold, you can transform the way your charity works - from reducing costs to increasing supporter reach. We can work with you to ensure the accuracy and relevance of your past, present and future data - which will enrich the value to you and your supporters.



### Maximise donor revenue

The government's GiftAid scheme is crucial to any charity's day-to-day operations. Failing to submit files or delaying submission due to disjointed or arduous processes is inefficient. With automated data validation you can have confidence in every file submission with the knowledge that each piece of contact data is valid and correct, not to mention the added benefit of time-to value.



### Improve fundraising communications

Supporter engagement is at the top of every charity's priority list. With the most common form of supporter engagement being direct mail campaigns, you want to ensure these details are correct to:

- help you get the best response rate
- comply with data requirements
- preserve your reputation
- alleviate the waste and cost of unwanted mail

If you're communicating with supporters or volunteers through email, it's important to ensure these email addresses are valid to avoid being blacklisted by your internet service provider. Often emails addresses have certain permissions or are illegitimate or undeliverable, therefore, it's important to validate these to maintain your sender reputation.

We offer address, email and mobile validation so you can be sure of the accuracy of the information you hold and bring all your contact data validation tools into one suite. This will reduce account management time and demand on staff, and enable you to streamline your processes.

And what about any data you might receive from third parties? It could come in a format that is different to the data you already hold. We can help you standardise, clean and on-board that data as quickly and smoothly as possible to ensure you can start getting value from that data straight away.



### Benefit from the GDPR

Organisations around the UK have readied themselves for the GDPR by making changes to the way they organise and process their customer data and charities are no different.

The GDPR is a positive opportunity to improve your interactions with your supporters, helping to build greater brand affinity and trust. Our data consultants can work with you to assess quality, accuracy and integrity of your data. This will help ensure a timely response to subject access requests and data loss events as well as creating improved experiences for your supporters.

“The less waste of mailing unknown and gone away's means that we can direct more philanthropic support towards the care and support provided to our patients, their families and carers.”

— Marc Stowell, Head of Fundraising, Royal Trinity Hospice



## Data Quality for Charities and Not-for-Profits

### How can we help?



Contact data standardisation, cleansing and validation at point of capture or in batches



Identification and flagging of unwanted contact data such as opt-outs



Suppression datasets including movers and deceased



Merging of duplicates for a single view of your supporters



Enrichment or enhancement of your data



Ongoing data quality management

We can put together a solution that fits the unique needs of your charity so you can quickly and easily show value from your efforts.

**Speak to our NFP specialist to find out more:**

**Telephone: 0800 197 7920 | Email: [dataquality@experian.com](mailto:dataquality@experian.com)**

### Information notice:

*It is important to note that whilst we can support businesses with their data management preparations for the GDPR, we cannot offer legal counsel or compliance advice.*