

The Data Readiness Challenge



Data Hygiene

On a regular schedule (typically quarterly, depending on the size of the database), it is important to review the following:

- Name fields populated/cleaned
- Salutation and addressee fields populated appropriately
- Address fields populated/standardized
- Phone numbers present/standardized
- Email addresses present
- Giving history correct (First, Last, Total, Number of Gifts)
- Relationship status and demographics accurate
- Additional information: spouse, children, animals, hobbies, etc.
- Bad address/returned mail/email bounce backs
- Number of duplicates and multiple records for one household

Additional Data Services

- Along with regular cleaning or scrubbing of the database, it is also important to compare to national databases and services for providing a higher level of data hygiene. These include:
- NCOA (National Change of Address)
- Phone Append (gathering of phone numbers from public sources)
- Email Append (gathering of email addresses from public records)
- Mobile Phone Capture/Opt-in (you will need to determine the legislation in your state relative to usage of cell phones in nonprofit/fundraising solicitation and whether opt-in is required)
- Deceased Flags (identifies individuals who are deceased)
- Do Not Mail/Do Not all Lists (suppression lists against which your file is matched)
- Wealth Screenings allow for segmentation and targeted "asks." (Can also provide additional insights into your data quality and hygiene beyond the wealth intelligence codes applied)