

Donor Activation

Increasing Fundraising Response for Higher Education Institutions



Overview

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- [Elevate Fundraising Potential](#)

[Click here](#) to learn how GrayHair reduced mailing costs, minimized waste, and increased fundraising response rates for a large Midwestern University Foundation.

GrayHair Background

GrayHair Software (GHS) is a dynamic data and software as a service (SaaS) company with over 20 years experience delivering business-ready intelligence solutions. We excel in solving data-related challenges, offering comprehensive solutions for many Fortune 100 companies. As the leading consumer and provider of postal data, we manage over 150 billion data points annually. Renowned for delivering exceptional client service, we unlock the hidden value of customer data, enhancing essential business processes, including marketing performance, fraud prevention, customer experience, and mail operations.

Address Data Quality

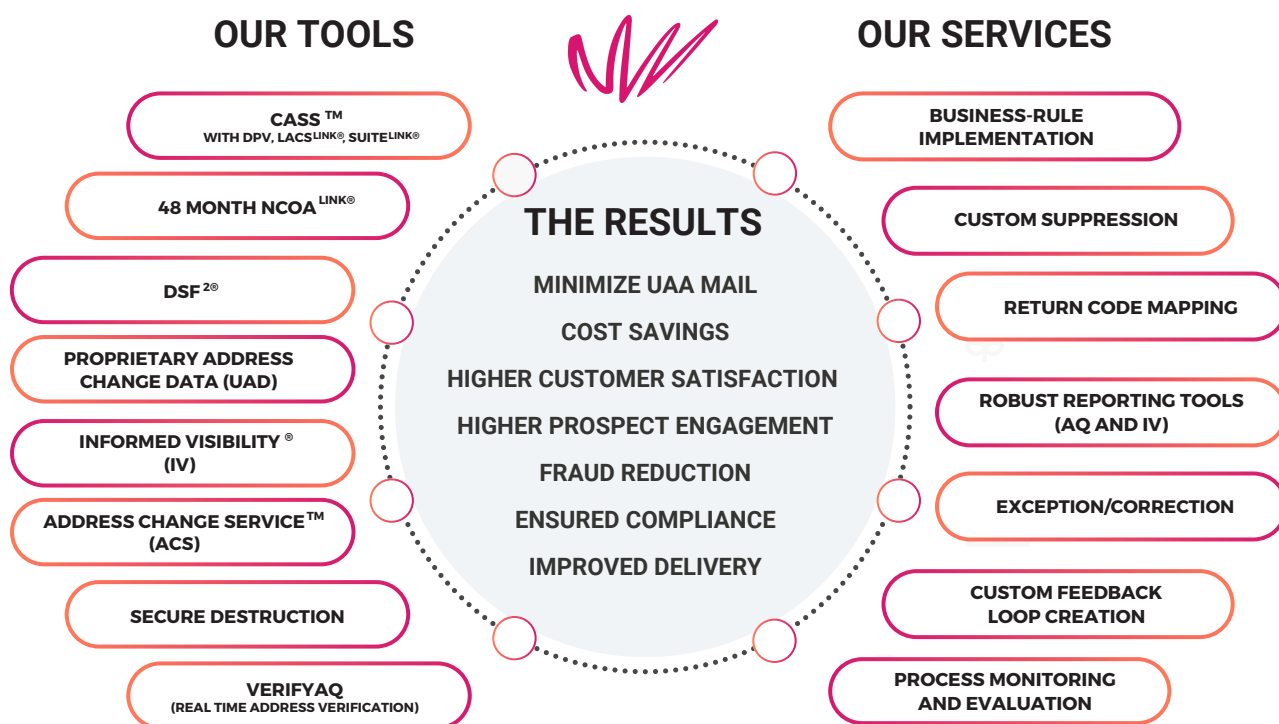
University fundraising faces increasing challenges in today's data-driven landscape, where maintaining strong relationships with donors is more critical than ever. To achieve successful fundraising outcomes, institutions must ensure they are working with the highest levels of donor data quality. Accurate and up-to-date donor information is essential for effective communication and engagement, with address data quality being a key component. Without reliable address data, fundraising campaigns risk missing their targets, leading to reduced opportunities for response and diminished donor retention.

3-5%
ALUMNI CONTACT INFORMATION
CHANGES EVERY MONTH

High-quality address data is essential for university foundations that rely on direct mail for donor communications, stewardship, and fundraising efforts. Accurate, clean data improves mail deliverability rates, reduces costs associated with returned or undeliverable mail, and ensures that important donor messages—whether they are fundraising communications, event invitations, or impact reports—reach the intended recipient. By prioritizing address data quality, university foundations can enhance donor engagement, strengthen relationships, reduce costs, and maximize the success of their fundraising initiatives.

The GrayHair Process

Achieving the highest levels of address data quality can be a challenge due to the intersection of USPS requirements, your specific business requirements, and the substantial number of individuals moving each month (1-1.5% of the country's population). While the use of standard address hygiene tools like CASS™ and NCOA^{LINK®} are important, the process of maintaining correct address data requires deeper understanding and analysis to make an impact on your organization.



Tailored Best Practices for Unrivalled Performance

Our advanced processes go beyond industry standards to provide the highest levels of address data quality. We combine our process with industry-leading expertise to implement a business rules-driven process that leverages industry tools like CASS™, NCOA^{Link} (18 and 48 Month), DSF², Address Change Service (ACS™), Secure Destruction, as well as a proprietary address change data set, to ensure a customizable comprehensive strategy.

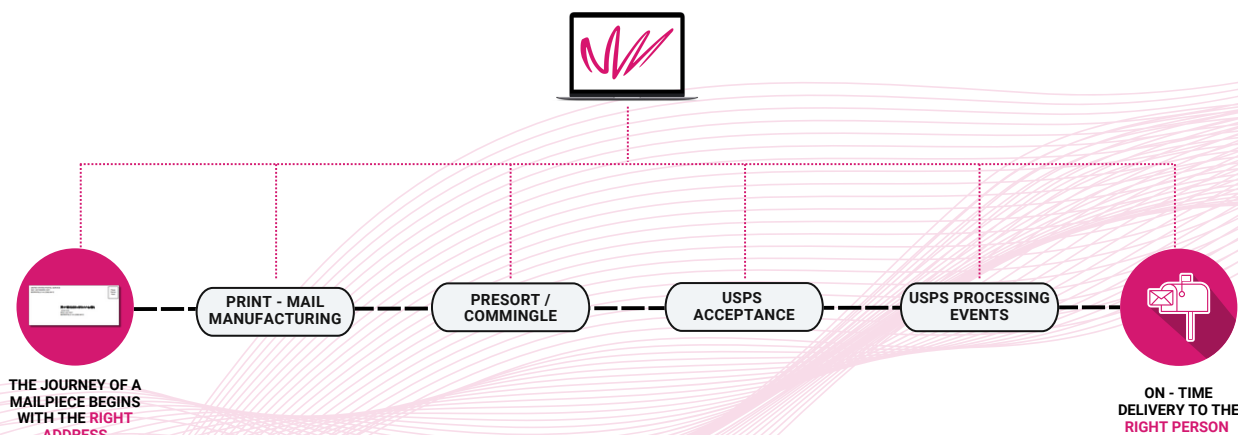
Mailstream Visibility

Monitoring Delivery Performance

By monitoring delivery performance, fundraising organizations gain invaluable visibility into mail processing and delivery. GrayHair's comprehensive platform helps monitor supplier and delivery performance, enhances omnichannel campaigns, and accurately measure campaign effectiveness.

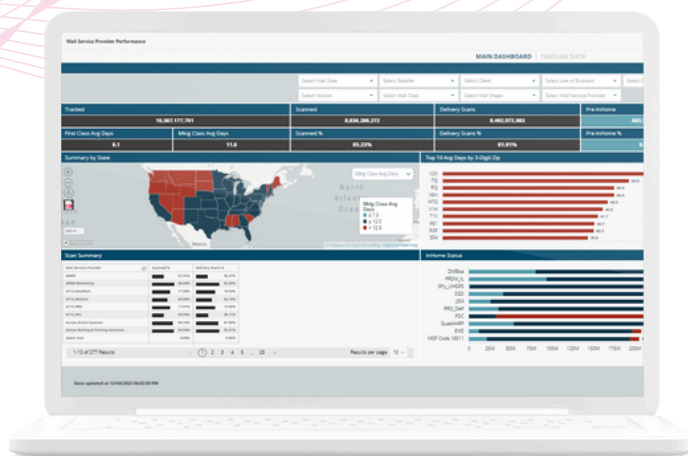
Understanding The Journey of a Mailpiece Is Critical to Minimize Failed Communications

From print through inserting and commingling, to USPS delivery, mailers can leverage critical metrics including: mail in-home dates, missed delivery windows, piece redirection, and others. Historically, there have been many blind spots across these events.



Gain Visibility into Mail Processing and Delivery with Intuitive, Interactive Dashboards

Useful data insights can be accessed through easy-to-read dashboards and customizable data feeds making it simple to proactively monitor campaign performance, SLAs and solve problems.



- Real-time status of a single mailpiece's location
- Projected in-home delivery dates
- Percentage of campaigns successfully delivered
- Overall campaign status—Early, In Window, or Late
- Address Change Service (ACS™) Reporting
- Overall Campaign Performance
- Address Quality Insights
- Visibility into supplier performance

Donor Insights

Gaining donor insights involves understanding the demographics, behaviors, motivations, and interests of donors. Here's how we analyze donor audiences:



Each of these techniques provides a different lens into donor behavior and motivations that can be used to form a comprehensive understanding of your donor audience. Partnering with us means gaining access to cutting-edge AI technology and expertise for more impactful decision-making.

Elevate your Fundraising Potential

Beyond donor-focused analytics, our solutions elevate your fundraising potential through:

- Fractional Analytic Services & Consulting: Flexible, a la carte options tailored to your needs.
- Assessments & Strategic Roadmaps: Clear, cost-effective steps to advance your fundraising capabilities.
- Insights Briefs, Models, & AI Tools: Rapidly gain valuable insights and high-performing models, both accessible and affordable.
- High-Performing Audiences, Lists, & Data: Optimize the impact of your online and offline campaigns with targeted, data-driven resources.

