

AddressFinder™

Cost-Effectively Ensure the Quality of Your Contact Information



Enhance Your Database's Accuracy

AddressFinder was designed to help nonprofits enhance the value of their eTapestry database by minimizing mailing costs, maximizing response rates, and ensuring compliance with U.S. postal regulations. AddressFinder automatically runs constituent names and addresses against the National Change of Address (NCOA®) database, and returns updated address information for any individual, family, or business that has moved within the last four years.



Identify and Correct Major Address Problems

Maintain Compliance and Increase Response Rates

Maintaining high-quality contact information is a challenge for all nonprofits and with 15% of U.S. consumers changing addresses each year, this can lead to major problems for organizations that depend on those individuals for support. To make matters even more difficult, the USPS® now requires that most nonprofits process their files through the NCOA® every 90 days. Not doing so could result in processing delays and fines for noncompliance.



Maintain Compliance with U.S. Postal Regulations

Running the AddressFinder service in eTapestry ensures that your organization is regulation compliant, and significantly reduces the risk of unbudgeted fines and returned mail fees. The increased address accuracy also provides a boost in response rates, as those communications are far more likely to reach your targeted audience. AddressFinder provides a simple method to ensure that your organization's address data is accurate giving you the confidence that your donors will receive your mailings.



Integrated and Automated with eTapestry for Easy Processing

Benefits of AddressFinder

- Satisfies U.S. postal compliance regulations related to move-update processing through NCOA®
- Increases campaign response rates by improving contact information
- Reduces expenses related to wasted print, postage, and returned mail

► To learn more about how eTapestry can help your organization, visit www.blackbaud.com.