

► DUPLICATE PREVENTION AND MANAGEMENT

Tips and Tricks for Constituent Record Maintenance

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OBJECTIVES

Upon completion of this class, you will be able to:

1. Understand and adjust Constituent Match Settings
2. Create and review Constituent Merge processes
3. Locate resources to assist in creating your organization's Data Hygiene Plan!



AGENDA

- ❑ Review Constituent Match settings & Algorithm
- ❑ Configure and run Duplicate Search process
- ❑ Run the Duplicate Merge process
- ❑ Discuss tips for creating a Data Hygiene Plan!














CONSTITUENT MATCH SETTINGS











- Altru uses a set of rules throughout the database to help identify matching constituents

Administration








Administration

-  Security
-  General ledger setup
-  Application
-  Batch
-  Audit tables
-  Business processes
-  Fiscal years
-  Organization currency setup
-  Data marts
-  Queue
-  Change password

Tools

-  Notifications
-  Export definitions
-  Export
-  Import
-  Configuration data
-  Generate application usage report file
-  Import ZIP Code table
-  Fundraising Effectiveness Project
-  Membership contribution process
-  Email alerts

Data

-  Attribute categories
-  Code tables
-  Global changes
-  Smart fields
-  Organization calendar
-  Search list configuration
-  **Constituent matching settings**

CONSTITUENT MATCHING SETTINGS

Constituent Matching Settings

Constituent matching ✎ Edit

In batch

Action ℹ	Threshold	Match confidence ℹ
Process automatically*	Matched constituents	-
Review constituents	Possible matches	100% - 30%
Create new record	No match	29% - 0%

*For batches created with the constituent batch type, all matches will require manual review.

Not in batch (single record entry)

Action ℹ	Threshold	Match confidence ℹ
Review constituents	Possible matches	100% - 1%
Create new record	No match	0% - 0%

From web forms (submitted online by constituents)

Action ℹ	Threshold	Match confidence ℹ
Process automatically	Matched constituents	100% - 93%
Create new record	No match	92% - 0%

CONSTITUENT MATCHING ALGORITHM

Process

1. Standardize values

- capitalizes all letters
- removes periods, apostrophes and extra spaces
- converts carriage returns, dashes and double spaces in addresses to single space
- removes add-on digits to convert zip code +4 to 5-digit zip codes

2. Select a Pool of Records

The following fields are compared from incoming records:

Lookup ID/Alternative Lookup ID | Email | Phone | Zip + first 4 of Last/Org | Zip code, street name soundex, first 3 characters of Last name | First 3 characters of Zip code, First name soundex, first 4 characters of street name, and street numbers

MATCHING ALGORITHM PROCESS – CONT'D

3. Calculate Matching Scores

Incoming fields are compared based on the algorithm described above. Records are assigned a “match score” per field (eg last name, zip). Each type of field has a range of scores to determine whether it is a match, likely match, possible match, or not a match. The algorithm checks the following scenarios:

Scenario	Example	Result
First name / First initial	John vs. J	Likely match
Middle name / First initial	John vs. J	Likely match
First name / First name & middle initial	John vs. John A	Match
First name spelling variation	Chris vs. Kris	Likely match
Different first names with similar spelling or pronunciation	John vs. Joan	Not a match
Nickname	Christopher vs. Chris	Match
Last name / Hyphenated last name	Smith vs. Smith-Jones	Match
Street number / Hyphenated street number	4 vs. 4-2	Match
Same base street names, different street suffixes	Main St vs. Main Rd Northwest vs. NW	Possible match

Same base street names, missing or reordered street suffixes	Main vs. Main St SE King St. vs. King St.	Match
Three digits of zip code match, but not first three	02138 vs. 02234 02141 vs. 02138	Not a match Possible match
Titles are different but have the same gender	Mrs. vs. Ms.	Likely match
Titles are different and one or both genders are unknown	Mrs. vs. Dr. Mrs. vs. Mr.	Possible match Not a match
Titles are different and their genders are different		
Suffixes	II vs. Jr.	Match
	blank vs. Sr.	Likely match
	blank vs. Jr., II, III, or IV	Possible match
	Sr. vs .Jr., II, III, or IV	Not a match
	II vs. III or IV	Not a match
	III vs. IV	Not a match
	Any other suffix	Not a match

4. Calculate Total Matching Scores

After the program classifies fields as a matches, likely matches, possible matches, or not matches, it calculates a total match score for the incoming and existing records. Each result equals a weighted number of points which are deducted from 100 (100 being an exact match).

Read more in the [User Guide](#)

CONSTITUENT MATCH SETTINGS

Before adjusting the thresholds, keep the following in mind:

- If you lower the bottom percentage of the Matched constituents threshold for batches, matches that previously required manual review may become automatic matches. Unless you consistently approve matches with scores just below the current Matched constituents threshold, you should not edit this threshold.
- If you raise the bottom percentage of the Matched constituents threshold for batches, matches that previously were matched automatically may require manual review. Unless the program automatically matches constituents that do not match, you should not edit this threshold.
- If you lower the bottom percentage of the Possible matches threshold, constituents that previously were not considered possible matches may subsequently require manual review. Unless the program consistently creates duplicate records for constituents that already exist, you should not edit this threshold.
- If you raise the bottom percentage of the Possible matches threshold, potential matches that previously required manual review may no longer be flagged for manual review. Unless you consistently reject possible matches with lower match scores, you should not edit this threshold.

SEARCH FOR DUPLICATES

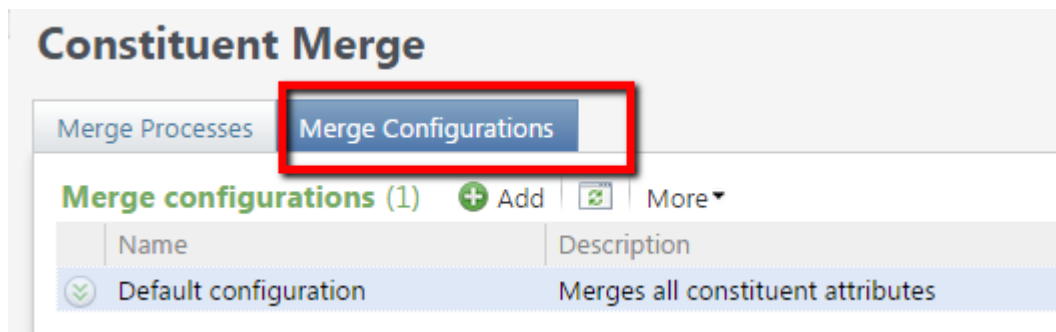
- Full Duplicate Search
- Incremental Duplicate Search (compares only those records added since the last time the process was run)

Note: this process is simply a **search**; it won't take any action on constituent records

CONSTITUENT MERGE CONFIGURATION

- Merge Configurations: use default or create a new one

This determines what information will be merged between the source and target constituents



- Merge Tasks
- Terminology: Source Constituent and Target Constituent

ADD A NEW MERGE PROCESS

Add constituent merge process

Name:

Description:

Criteria

Merge configuration:

Duplicate record source:

Target constituent criteria:

Excluded constituents:

Minimum match %:

Only merge individuals

Omit individual/organization matches

Delete source constituent

Mark source constituent inactive

Inactive reason:

Inactive details:

Results

Create selection from results

Selection name:

Overwrite existing selection

CONSTITUENT MERGE PROCESS

- Once we determine our configuration settings, we're ready to start the merge process
- **CAUTION: DO NOT START PROCESS, ALWAYS *REVIEW* FIRST**

Constituent merge process list

70% Constituent Merge Process

Name: 70% Constituent Merge Process

Description:

Merge configuration:	Default configuration	Delete source constituents:	Yes
Duplicate record source:	Full Duplicate Constituent Search Process Results	Only merge individuals:	No
Target constituent criteria:	Automatic	Create selection from results:	No
Excluded constituents:		Selection name:	
Minimum match %:	70	Overwrite existing selection:	No
Omit individual/organization matches:	Yes		

Recent Status **Preview Merge** History Job Schedules

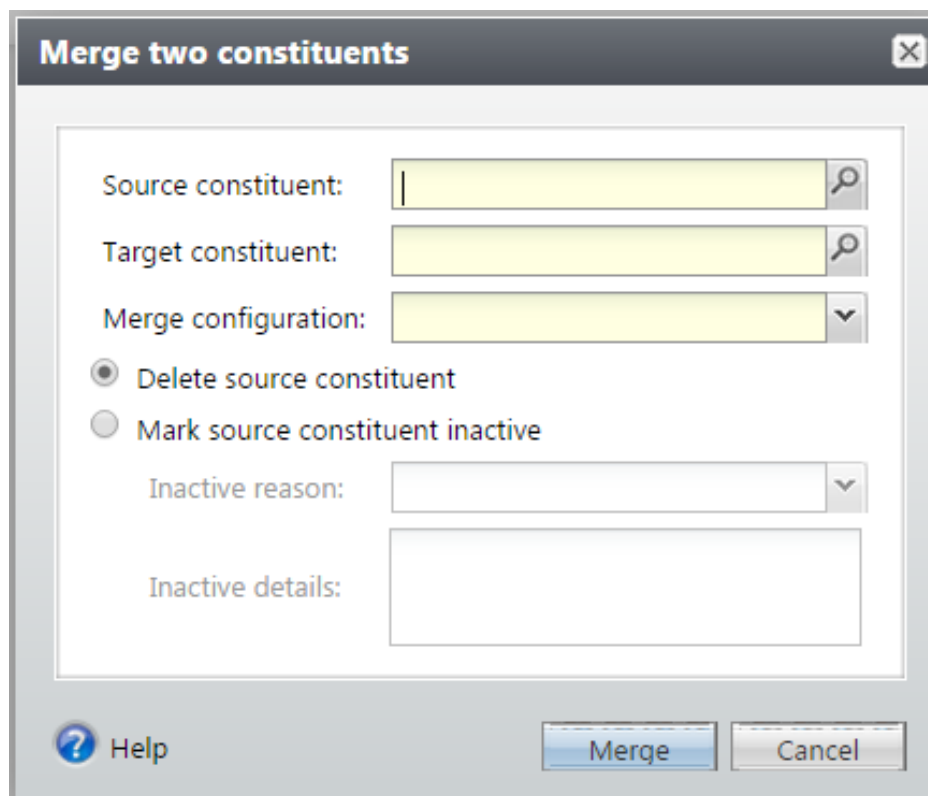
ALWAYS PREVIEW MERGE AS FIRST COURSE OF ACTION

Merge Preview List View (23) More

Source Constituent	Target Constituent	Will be merged
⊕ Cristina Dunkerley	Chris Dunkerley	Yes
⊕ David Vroblesky	David Vroblesky	Yes
⊕ David Vroblesky	David Vroblesky	Yes
⊕ David Vroblesky	David Vroblesky	Yes
⊕ David Vroblesky	David Vroblesky	Yes
⊕ David Vrobleskv	David Vrobleskv	Yes

MERGE TWO CONSTITUENTS

- Ad-hoc process: can be used daily



The screenshot shows a dialog box titled "Merge two constituents" with a close button (X) in the top right corner. The dialog contains the following fields and options:

- Source constituent:** A text input field with a search icon on the right.
- Target constituent:** A text input field with a search icon on the right.
- Merge configuration:** A dropdown menu.
- Delete source constituent**
- Mark source constituent inactive**
- Inactive reason:** A dropdown menu.
- Inactive details:** A large text area.

At the bottom left, there is a "Help" button with a question mark icon. At the bottom right, there are "Merge" and "Cancel" buttons.

Remember Source vs. Target Constituent!

CREATE YOUR OWN PROCESS

- Identify procedures for data entry and standardize across your organization
- Regularly run the duplicate search process
- Make it a habit! Have a big cleanup project? Keep your queries and do a few every day
- [Review Tips & Tricks for Constituent Record Maintenance](#)

RESOURCES

- [User Guide: Constituent Record Maintenance](#)
- [Can I Undo a Constituent Merge? \(Community\)](#)
- Blog post: [3 Ways to Keep Your Altru Data Clean](#)
- Guide: [Best Practices for Constituent Data Entry](#)