

Success Story

National voter participation project achieves record turnout with the help of data enhancement

The award winning project, called "November 2" in reference to the date of the 2004 election, was a temporary coalition of over 1000 nonpartisan organizations across the country, all working on one goal: to reach people who aren't touched by traditional campaigns.

With the help of thedatabank, they collected 4.5 million names into a master database of newly registered voters. Then thedatabank matched addresses with their geographic coordinates, plotted them on digital maps, and used this information to assign turf and voter lists to participating organizations.

thedatabank also provided a database driven web site interface where visitors could search for voter projects and resources. Nonprofit organizations could submit listings online in a password-protected area of the site.

The November 2 campaign is over, but the work of civic engagement continues. Through a subsequent email append, over 500,000 people opted in to receive future announcements and invitations.

About thedatabank

thedatabank has provided relationship management technology to nonprofits and political groups since 1998. Today we work with over 800 organizations across the country.

At thedatabank, we're as committed as you are to creating positive change. That's why we work so hard to provide nonprofits with the best in database and marketing technology.

You know that relationships are essential to your organization's effectiveness. People who are well informed and feel a personal connection are better donors, better advocates...which means you can do a better job of achieving your mission.

thedatabank's web-based system is uniquely designed to help each of our clients develop and sustain long-term relationships with their supporters. It integrates a database, which stores detailed information about each supporter, with powerful tools to manage, communicate, and track personal interactions.

All of our products are:

- **Easy to use:** If you can browse a web site, you can use this software.
- **Secure:** We give your data the same level of protection your bank gives your money.
- **Accessible:** Use the system from any internet connected computer, 24 hours a day!
- **Customized:** Your system is built just for you and the way you work.
- **Affordable:** You'll get a lot for your money. Call us for a free quote.



A La Carte Data Services Menu



Helping you change the world through high performance data management and communication technology

To order, contact

Phone: 612-455-2255
E-mail: info@thedatabank.com
www.thedatabank.com

List Enhancement

List enhancement gives you new information about your constituents, helping you segment your database and target your efforts.

Add Telephone Numbers \$10/M

Matches your list against a phone number database. \$250 min

Residential—see pricing to right.

Business listings — pricing varies; call for quote.

Add Legislative Districts \$10/M

Append congressional district, state senate district, state house district, and county. Ward and precinct are also available for certain regions (including Minnesota). \$150 min

Add Voter History Call for quote

Matches your members with a voter list and appends voter history, where available. Information includes whether the person voted in person, voted by absentee ballot, or did not vote in the past few primaries and general elections. In some cases party preference is also available.

Add Geographic and Demographic Info Call for quote

Append census data such as average household incomes and ethnic makeup for each person's census tract. Consumer data is also available at the individual level. This data can be expensive but very valuable for precise targeting. Call for options.

Add Email 18 cents per result

Append email addresses to your list. Includes an extensive authentication and permission process. Results will be opted in, deliverable email addresses. Expect a 10-22% successful match rate. \$600 min

Prices subject to change without notice.

Parse Addresses \$2/M

Separate addresses into their components. This allows you to create walk lists (for canvassing) that display addresses in order by odd and even side of a block. \$80 min

Parse Names \$2/M

Separate names into their components (first, middle, last). Use this if your list contains first and last name in the same field. \$50 min

Geo Coding & Mapping Call for quote

Add latitude/longitude coordinates, census tract and block numbers. Plot addresses on map using GIS technology.

Social Network Append \$30/M

Appends data from over two dozen social network and e-commerce sites to each matched email address. See memberships, demographics, number of friends. \$200 min

Data Cleansing/Data Hygiene

These services help you make use of the data you already have in a more cost effective and efficient manner.

Verify Addresses (CASS Certification) \$2/M

Validates, corrects and standardizes US addresses. Appends ZIP+4, carrier route and delivery point codes. This is usually done prior to a large mailing, to prevent \$50 min

Postal Presort \$100 min

Sorts your addresses into bundles by zip code or groups of zip codes. This can save you a significant amount of money by getting you the best postage rates. Includes CASS certification.

National Change of Address (NCOA) \$3.25/M

Checks your list against the US Postal Service database of address changes. When you get your list back some names will have "nixie" codes that explain why they have no match (e.g. forwarding order expired). It's best to do this every 6 months so you catch forwarding orders before they expire. \$100 min

Merge Lists Call for quote

Merge multiple lists into one with a standard format. You can include source or affiliation codes to track which original lists people belonged to.

Purge Duplicates Call for quote

Can use a variety of methods to automatically find and combine duplicate records using algorithms. thedatabank also offers a tool for reviewing duplicates field by field and choosing how to merge them.

Householding Call for quote

Combine names that share an address. This saves you money since you won't send duplicate mailings to the same address.

Other Services

thedatabank offers easy to use, web-based software for all your data management and communication needs.

Databank Relationship Management Software Starts at \$159.95/month

The Databank is a relationship management database, used to store information about constituents and communicate with them. Customized tracking of all people and contacts, built in reports, list upload, file export, built in bulk email, powerful searches, duplicate management, and relationship tracking are just some of the amazing features that make the Databank an unequalled value!

Optional Modules are available for:

- Fundraising
- Advocacy
- E-Marketing
- Volunteer Management
- Meetings & Events
- Voter Management

Contact us for a free demo at 1-877-603-0296.