

Email Append

Build your email list – with supporters you already have – by enhancing your database with missing emails.

What is the value of an email address?

If you are debating whether an email append is a good use of your budget, here are a few things to consider:

- Once you have the addresses, the cost to do an email fundraising appeal is very small when compared to a traditional mailing.
- If you do an integrated campaign with both traditional mail and email, you will likely see an increase in donations.
- You'll see a better retention from staying in touch with people more frequently by email, and therefore reducing the acquisition cost of getting new donors to replace the lost ones
- Lower overhead cost of online transactions vs. processing checks, when you factor in staff time

"Email append has been a very useful tool for us to maintain the most up-to-date contact information for our members. The fact that the databank offers this as a service saves us an enormous amount of time and money."

~ Christie Donner, CO Criminal Justice Reform Coalition

Here's how an Email Append works:

- **Send the list** - You send an electronic file to us with names and addresses. Upload it through our online order form, or deliver it to us on a disk.
- **Find matches** - We match your file to a national email database, which contains a comprehensive list of millions of email addresses. The email addresses are matched to name and street address.
- **Get permission** - Before sending you the email addresses, we send a customized introduction message on behalf of your organization. This does three things: it gives individuals a chance to opt out of sharing their email address with you, it lets them know what to expect from your emails (content, frequency, etc), and it tests the email addresses to make sure they are deliverable.
- **Receive the emails** – We send your list back, with email addresses added.
- **Pay only for the good emails** – We will bill you only for the usable emails you get back. We won't charge for names that couldn't be matched, addresses that opted out, or addresses that bounced.

The process **takes about 2 weeks**, from the day you send us your list to the day you get the emails back.

Our average successful **match rate is about 15%**. It ranges from 10-22% depending on the quality and demographics of your list. We have had *zero* reports of false positives, because the matches are done with a reliable and reputable national database. Email append costs only **\$0.18 per successful result**, with an \$600 minimum charge.

