

# DEMOGRAPHIC ENHANCEMENT PACKAGES



Fill gaps in existing donor data with valuable demographic, financial, and homeownership attributes



Create donor profiles that enable you to speak to your supporters in a relevant, meaningful way



Inform audience targeting and third-party list selection for new donor acquisition initiatives

## ADD VALUE TO YOUR SUPPORTER DATA

Develop a deeper understanding of your constituents' behaviors, needs, and wants through the addition of valuable data attributes. This added intelligence will power your online and offline segmentation and personalization efforts, while enabling highly-relevant communications.

AlumniFinder's Demographic Enhancement Packages make selecting data attributes for enriching your donor data simple. We've thoughtfully combined popular and meaningful data attributes into groupings that provide areas of focus you can leverage to meet your specific fundraising and outreach goals. Choose an individual package or combine them for comprehensive results. Please inquire regarding pricing and minimum order requirements.

### PACKAGE ONE: DEMOGRAPHICS

- Child Age Range
- Education
- Ethnicity
- Gender
- Language Spoken
- Marital Status
- Number of Children
- Occupation
- Political Party Affiliation
- Religion
- Veteran in Household
- Voter

**PACKAGE TWO:  
FINANCIAL**

- Credit Card (One or More Premium Cards)
- Credit Card Type
- Donor Grouping
- Income Range
- Investment Properties
- Investments
- Net Worth
- Wealth Rating

**PACKAGE THREE:  
HOMEOWNERSHIP**

- Dwelling Type
- Home Market Value
- Home Purchase Date
- Home Purchase Price Range
- Homeowner/Renter
- Length of Residence
- Mortgage Data Amount

## ABOUT THE DATA

AlumniFinder's parent company, Deep Sync, has a rich, multi-decade history in building highly accurate data assets across a variety of audiences, including consumers, residents, businesses, students, new movers, and new homeowners. Deep Sync's data is compiled from direct mail grade deterministic offline data, as opposed to anonymous identifiers, so we always resolve back to a person, household, or business. Deep Sync's nationwide consumer dataset with more than 250 million records is the foundation of the AlumniFinder Data Enhancement Packages.

### Compilation Methodology and Sources

Deep Sync's data attributes are 100% compliant with U.S. privacy rules and regulations. We compile much of our exclusive information from the point of origin. Our primary collection sources include: address histories, city directories, consumer surveys, courthouse records, directory assistance data, postal data, publications, purchase transactions, real estate transactions, United States Census® data, voter registrations, warranty cards, and more.

## BEGIN TODAY!

Call 888-732-0581 or email [info@alumnifinder.com](mailto:info@alumnifinder.com) to explore how adding demographic attributes to your donor database can boost campaign outcomes.