

# Building Your Email Address Database

At the center of any successful email marketing campaign is a permission-based email address list. But research shows that the majority of organizations have email addresses for less than 10% of their postal files! Bolster your campaign results by adding quality, permission-based email addresses to your database.

### Benefits

Gaining your constituents' email addresses will:

- Provide an additional communication channel
- Reduce acquisition and marketing costs
- Increase constituent participation and retention rates

### Collect Email Addresses Across Multiple Channels

There are several ways to cost effectively build your email address database, which can lead to increased constituent participation and retention rates. Remember the golden rule: Every communication or touch point with a constituent should start or end with a request for an email address. Below are a few suggestions of how to collect email addresses across various channels.

- Direct mail. Be upfront with your constituents by giving them a reason to release their email addresses to you. Email newsletters, donation confirmations, petitions, and special offers are several benefits that might encourage your constituents to take that extra step.
- Web page. Improve your sign-up rates on your Web page by clearly stating the benefits constituents will receive by email (i.e., email newsletters, campaign updates, etc.) upon registering. Also make sure that the email address request box is easily visible on your home page. If a visitor has to search for where to sign up, they are less likely to give you his or her email address.
- Telemarketing. Using a live person to ask for an email address will increase the likelihood that it is provided. Update your agents' phone script to ensure they tell constituents proactively about the benefits of providing their email address.

You should also explore ways to leverage your existing email database collection. Ask your constituents to reach out to their friends, family, and associates to stimulate viral marketing. Encouraging individuals to pass along your email newsletter, recent news, or other information to people they think have similar interests is a cost effective way to build your list.

### Explore Email Appending and Email Change of Address Services

Email appending is the process of adding an individual's email address to that individual's postal record inside your existing database. This is accomplished by matching the postal database against a third-party, permission based database of postal and email address information. Utilizing an email appending service enables you to add email addresses for up to 25% of your postal file, within 3-4 weeks.

Remember, though, that email appending is not a prospecting tool - it should only be used to obtain email addresses for individuals who already have some form of pre-existing relationship with your organization (e.g., members, offline donors, etc.). This is an important best practice that is critical to follow, not only to keep you in good standing with your constituents, but also in accordance with your eCRM vendor contract.

The process for completing an email append is relatively straightforward. Your opt-in postal file is securely transferred to an email appending provider, who will do an initial gross email address match of your file against its opt-in database of postal and email address records. Your appending provider will then send these matches a permission-based email message prepared by you. All bounces and opt-

out requests will be removed from the list, then an email address file of your customers will be given to you. It's simple and affordable — less than the cost of a postage stamp for each email address!

For email addresses you already have on file, you can use an email change of address (ECO) service to update members whose original opt-in email address has gone bad due to list churn. Typically, this service is provided by the same provider you use for email appending.

### Real Results

Nonprofit organizations of all sizes have turned to FreshAddress for assistance building, updating, and cleaning their email address databases. Using FreshAddress' services has helped these organizations reap numerous benefits, including higher match rates and better data quality, with deliverable results 100% guaranteed. Below is a sampling of *real results* achieved by some of FreshAddress' satisfied clients who used the company's household email append as well as ECOA services:

Email Append Clients	# of Records Submitted	Match Rate
Animal Protection Organization	425,000	35.8%
Regional Health Services Coalition	370,000	25.9%
Drug/Alcohol Rehabilitation Service	144,000	25.4%
Medical Research Funding Agency	250,000	23.5%
Public Television Station	150,000	19.9%
Aging Population Organization	2,000,000	18.4%
Church Research Group	615,000	16.8%
Group of Public Television Stations	1,300,000	16.7%

Email Change of Address Clients	# of Records Submitted	Match Rate
Drug/Alcohol Rehabilitation Service	144,000	25.4%
Medical Research Funding Agency	250,000	23.5%

### Get Started Now

FreshAddress provides a variety of services to meet your email database needs. Services include appending email addresses to your donor postal list (or postal addresses to your email file), reconnecting with a donor who has changed his or her email address, or providing hygiene, validation and deliverability services.

### Contact

Rita Allen  
Manager, Nonprofit Group  
FreshAddress  
617-965-4500 x213  
rallen@freshaddress.com

### About Convio

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. The company's online marketing suite offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value-added services and applications focused on the unique needs of nonprofit organizations.

### About FreshAddress

FreshAddress, Inc., The Email Address Experts™, helps companies and nonprofits build, clean, and update their email databases. FreshAddress offers patented email change of address (ECO) services, B2C and B2B email appending, list cleaning & hygiene, and real-time email validation, among other services. Hundreds of leading organizations have entrusted their lists to FreshAddress, including retailers, nonprofits, Internet companies, telecommunications providers, and catalog marketers. FreshAddress services are also offered through partner channels including ESPs, data solutions providers, email messaging companies, and email marketers. The privately-held company was founded in 1999 and is based in Newton, MA.



Austin | Berkeley | Washington, DC  
888-528-9501 | 512-652-2600 | info@convio.com | www.convio.com