

# Client Success Story: U.S. Nonprofit

## Synopsis

The client has utilized FreshAddress's email appending service for over a decade to connect with more than 450,000 donors and members via email while generating a ROI of nearly 4,000% in the process.



## Appending

## Background

The client began adding donor/member email addresses to its postal records using FreshAddress's email appending service in 2006 and has generated over \$2,000,000 in donations as a result.

### Challenge: Communicating with Donors via Email

The client had been building out its constituent database since 1990 but did not have email addresses on file for nearly half of its donors/members. This presented a major problem for the organization because its fundraising budget was shrinking fast while its traditional methods of outreach, telephone and direct mail, were becoming increasingly cost prohibitive.

The client identified email as an effective channel for driving donations, warming constituents up for end-of-year giving programs, and spreading word about key developments such as its 2015 re-branding. However, its lack of a working email address for so many donors/members put the organization's fundraising efforts at a major disadvantage.

### FreshAddress Solution: Email Append

Since 2006, the FreshAddress email append service has provided the client with 450,156 donor/member email addresses. Looking deeper into the data, the client found that:

- FreshAddress appended email addresses are more than twice as valuable (\$4.61) than the other addresses in its database (\$2.14).
- FreshAddress appended emails have generated over \$2,000,000 in value for the client for its investment of roughly \$50,000, representing a ROI approaching 4,000%.
- FreshAddress appended email addresses have generated 28.2% of the organization's total online revenue since 2006.