

Surveys @ SupportingAdvancement.com
Contactable Rates

Total # of Entities on your Database:

Standard Deviation	219,129
Average	175,353
Minimum	2,000
1st Quartile (Q1)	35,242
2nd Quartile (Median)	98,500
3rd Quartile (Q3)	190,900
Maximum	856,910

1. Total number of alumni on your database:

		% of Total <u>Entities</u>
Standard Deviation	135,058	61.6%
Average	103,759	59.2%
Minimum	2,000	100.0%
1st Quartile (Q1)	24,119	68.4%
2nd Quartile (Median)	37,891	38.5%
3rd Quartile (Q3)	122,196	64.0%
Maximum	487,512	56.9%

2. Total number of active (can also be referred to as living) alumni on your database:

		% of Total <u>Alumni</u>	% of Total <u>Entities</u>
Standard Deviation	120,599	89.3%	55.0%
Average	92,728	89.4%	52.9%
Minimum	500	25.0%	25.0%
1st Quartile (Q1)	16,794	69.6%	47.7%
2nd Quartile (Median)	30,566	80.7%	31.0%
3rd Quartile (Q3)	121,367	99.3%	63.6%
Maximum	432,932	88.8%	50.5%

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3. Total number of active alumni on your database with any good address (home, business, seasonal, etc.):

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	103,733	86.0%	76.8%	47.3%
Average	79,880	86.1%	77.0%	45.6%
Minimum	500	100.0%	25.0%	25.0%
1st Quartile (Q1)	15,089	89.8%	62.6%	42.8%
2nd Quartile (Median)	27,900	91.3%	73.6%	28.3%
3rd Quartile (Q3)	83,502	68.8%	68.3%	43.7%
Maximum	398,760	92.1%	81.8%	46.5%

4. Total number of active alumni on your database with a good HOME address:

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	102,160	84.7%	75.6%	46.6%
Average	82,531	89.0%	79.5%	47.1%
Minimum	500	100.0%	25.0%	25.0%
1st Quartile (Q1)	18,095	107.7%	75.0%	51.3%
2nd Quartile (Median)	35,444	116.0%	93.5%	36.0%
3rd Quartile (Q3)	88,334	72.8%	72.3%	46.3%
Maximum	390,794	90.3%	80.2%	45.6%

5. Total number of active alumni on your database with a good BUSINESS address:

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	26,399	21.9%	19.5%	12.0%
Average	26,035	28.1%	25.1%	14.8%
Minimum	100	20.0%	5.0%	5.0%
1st Quartile (Q1)	8,746	52.1%	36.3%	24.8%
2nd Quartile (Median)	17,977	58.8%	47.4%	18.3%
3rd Quartile (Q3)	31,403	25.9%	25.7%	16.4%
Maximum	120,659	27.9%	24.7%	14.1%

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6. Total number of active alumni on your database with a good HOME PHONE number:

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	91,996	76.3%	68.1%	42.0%
Average	79,144	85.4%	76.3%	45.1%
Minimum	500	100.0%	25.0%	25.0%
1st Quartile (Q1)	18,820	112.1%	78.0%	53.4%
2nd Quartile (Median)	38,060	124.5%	100.4%	38.6%
3rd Quartile (Q3)	100,381	82.7%	82.1%	52.6%
Maximum	359,250	83.0%	73.7%	41.9%

7. Total number of active alumni on your database with a good BUSINESS PHONE number:

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	19,269	16.0%	14.3%	8.8%
Average	20,293	21.9%	19.6%	11.6%
Minimum	100	20.0%	5.0%	5.0%
1st Quartile (Q1)	6,463	38.5%	26.8%	18.3%
2nd Quartile (Median)	14,723	48.2%	38.9%	14.9%
3rd Quartile (Q3)	22,258	18.3%	18.2%	11.7%
Maximum	74,812	17.3%	15.3%	8.7%

8. Total number of active alumni on your database with a good CELLULAR number:

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	793	0.7%	0.6%	0.4%
Average	737	0.8%	0.7%	0.4%
Minimum	-	0.0%	0.0%	0.0%
1st Quartile (Q1)	317	1.9%	1.3%	0.9%
2nd Quartile (Median)	620	2.0%	1.6%	0.6%
3rd Quartile (Q3)	919	0.8%	0.8%	0.5%
Maximum	3,766	0.9%	0.8%	0.4%

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9. Total number of active alumni on your database with a good EMAIL address:

		<u>% of Total Active</u>	<u>% of Total Alumni</u>	<u>% of Total Entities</u>
Standard Deviation	42,019	34.8%	31.1%	19.2%
Average	28,707	31.0%	27.7%	16.4%
Minimum	1,134	226.8%	56.7%	56.7%
1st Quartile (Q1)	4,800	28.6%	19.9%	13.6%
2nd Quartile (Median)	10,889	35.6%	28.7%	11.1%
3rd Quartile (Q3)	28,578	23.5%	23.4%	15.0%
Maximum	187,487	43.3%	38.5%	21.9%

Most effective strategies for updating your addresses (not in priority order.)

- Alumni finder & commercial services for individual and mass updates.
- Available areas to update address on all mailings (and mentioning website).
- Canada 411 form on web site.
- Circulating list of lost alumni names with class years in our alumni newsletter and at alumni reunions.
- Collection of address and other information at alumni events.
- Contests and drawings to encourage collection of information.
- Direct contact. (Train staff making contact with alums to ask for updated information.)
- Emailing alumni and asking them for information updates or letting them know their address appears to be incorrect.
- Events updates going to alums to help keep their information current.
- Fundrasier updates through contact reports and other information recording mechanisms.
- Greater frequency of mailings and other communication pieces.
- Infodirect - Cornerstone Software
- Laminated business cards to create luggage tags as part of annual fund/telemarketing solicitation.
- Lexis-Nexis people finder.
- National Change of Address Accuracy
- Online alumni community to harvest data.
- Online Searches such as Anywho.com
- Parent contacts.
- Pay postal service for returned mail. Correction and forwarding.
- Phonathon, student callers.
- Rapid address updating.
- Researching any bad addresses as soon as possible.
- State Bar and other specialized directories.
- Surveys.
- Tracing strategies.
- Web site, online forms and alumni submitted updates.

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Most effective strategies for updating your phone numbers (not in priority order.)

Note: Not repeated if already included in strategies for addresses.

Directory assistance and other lookups.

Internet services, such as Switchboard.com, Whitepages.com.

Part of mass data acquisition projects.

Service Bureaus Canada 411

Telephone call to friend or classmate.

Vendor screenings and batch data sent to commercial vendors.

Most effective strategies for updating your email addresses (not in priority order.)

Note: Not repeated if already included in strategies for addresses or phone numbers.

Alumni college, vanity, email for life and forwarding email addresses provided.

Business card collection at all events.

Class and other newsletters asking for email addresses.

Collection through e-postcards, contact a friend and other interactive features of our alumni community.

Direct to online contact and update forms.

Following up bounce backs with a written letter, form and BRE.

Opt-in offers online.

Postcards through various mechanisms.

Save all electronic communications and enter into system as a contact.

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Information about Participating Organizations

Nonprofit status:	100%
Public	48%
Private	48%
No answer or not sure	6%
Higher Education	83%
Elementary/Secondary	4%
Other Academic	4%
Other	9%

Fundraising Software Used

