



# Donor<sup>2</sup>

a plan. a partnership. a solution.

## Donor2 Modules

- Alumni
- Credit Card Processing and Electronic Funds Transfer (EFT)
- Honor/Memorials
- Membership
- Planned Giving
- **Postal Import/Export**
- Prospect Research
- Scholarship
- Special Events
- Volunteer

## Postal Import/Export

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For organizations that rely on direct mail as a part of the fundraising mix, the Postal Import/Export Module is tremendously valuable in terms of both time saved and money produced. The two main components of the module, Zip+4 and NCOA are designed to ensure the accuracy and completeness of the addresses of your donors and prospects.

The Module's time and money saving features include:

- **Zip+4 import/export** to complete the postal code information for your addresses, maximizing possible postal rate reductions for your mailings at a minimal cost to you.
- **NCOA (National Change of Address) import/export** to find addresses that are incorrect or incomplete according to the United States Postal Service effectively saving you money by:
  - Eliminating the practice of paying the postage to continue sending mail to invalid addresses;
  - Ensuring that your appeals are delivered to the individuals you seek instead of being delivered back to you;
  - Promoting a good image of your organization by preventing mailing to a donor's old address time and again.

The process of preparing your data to turn over to a third party company to enhance your address data is as simple as making four choices and clicking a button. On-screen instructions guide you through the entire process, and make the importing of data as painless as it is effective.