

FIVE MAPLES DATA CLEANING

We Maximize Your Data for Best Response

Donor lists require careful treatment. The copy, the design, the strategy...**none of it matters** if the piece doesn't make it to the mailbox. Here are some of the basic cleaning tools we use on each of our fundraising mailing projects:

PREFLIGHT



We have created an analytical tool which better identifies potentially problematic, missing, and incorrect information and formatting in your data file. This tool is used prior to the job going forward, with the hope to prevent schedule delays and streamline production.

CASS



The USPS requires all jobs to be checked against their database, the CASS. The **Coding Accuracy Support System (CASS)** is used to improve the accuracy of postal codes. When we CASS a list, the process will verify or update a 4-digit delivery point verification code appended to the zip code.

During this process, we are also able to use a function called “Standardization,” which may update some addresses to USPS recognizable formats. For instance, changing “Road” to “Rd” or “Street” to “St.” Standardizing the addresses is also helpful in making the duplicate removal (dedupe) process more accurate.

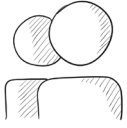
NCOA



The **National Change of Address (NCOA)** compares the addresses in your mailing list against the USPS address database to determine if the addressee has filed a change of address form in the last 48 months. The NCOA return files will include the new address, as well as flag any uncertain or undeliverable addresses via a series of codes in the returned file, so you can update your database. It reduces undeliverable mail by providing the most current address information. We automatically remove any records that are flagged as undeliverable.

To run the NCOA, the USPS requires us to get a signed **Processing Acknowledgment Form (PAF)** from you in order to run your lists through their database. The PAF form is required to be renewed each year.

DUPLICATE REMOVAL



In some mailings, particularly ones that use multiple lists, names and addresses may appear more than once. Five Maples can remove, or dedupe, matching records through multiple methods:

- **Individual:** only 1 piece of mail is received by each person at an address
- **Last Name & Address:** only 1 piece of mail is received per same last name at a single address
- **Address Only:** only 1 piece of mail is delivered to each address
- **Suppression lists:** All the records from the mailing list that are in the suppression list will be removed
- **Priority lists in case of multiple mailing files:** In some cases, there are duplicate records between lists, let us know which lists take priority over others in order to streamline the process.

POSTAL PRESORT



Postal Presort means grouping by ZIP code. Five Maples prepares, sorts, addresses, and prepares postal paperwork to get a bulk rate discount. All the pieces going to the same destination get grouped into the same bundle or tray.

During this process, we use a function called **Track N Trace** to collect delivery information on the pieces' delivery progress. The data is maintained on a secure Web interface. Reports can be generated for up to one year after the mailing has been submitted.

Closely monitoring the progress of your mailings can help us gauge delivery effectiveness and predict future performance.

Check out the links below to learn more on keeping your database up-to-date:



[USPS Move Update / NCOA](#)



[How to interpret and use your NCOA results](#)



[USPS Publication 363: Updating Address Lists is a Smart Move](#)