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Overview

Thank you for ordering our Deceased Record Identification service. This guide is designed to help you understand what updates have been performed on your database, how to interpret all of the data and reports provided as a part of this service, and how to best make use of all of this information.

Deceased Record Identification is designed to help you avoid situations in which you attempt to contact or solicit someone who has passed away. First and foremost, this can be potentially upsetting to their next of kin. Furthermore, by identifying deceased records and no longer mailing to them, you can potentially save money on mailing costs.

This guide will explain all aspects of this update and how you can make the best use of the results. As a DonorPerfect Online customer, all of the results from this service have been automatically uploaded into your system. There’s nothing you need to do to install this update.

As part of this update, you received a report that provides details of the update. The specifics of this printout will be covered later in this guide.

With the improvements to your data and the details covered in this guide, we hope you find that this data enhancement will greatly enhance the quality of your data and improve your ability to determine which constituents in your database should no longer be receiving communications from your organization.

Disclaimer

In no event will SofterWare or its business partners be liable for loss of revenue or profits, loss or inaccuracy of data, interruption of business, cost of procurement of substitute goods and services, or for any indirect, special, punitive, consequential, or incidental damages, arising out of or related to the provision of these products or services, however caused, and whether arising under contract, tort, (including negligence) or any theory of liability resulting from any defect in or use of the products or services provided by SofterWare or its business partners.
Explanation of Data Fields Included in this Update

This process adds several new fields to your Bio screen.

<table>
<thead>
<tr>
<th>Field</th>
<th>Database field name</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence Code</td>
<td>DECCONF</td>
<td>This field indicates to what extent the death of a constituent has been verified. This field will indicate “Confirmed by Death Certificate” or “Confirmed by Relative”.</td>
</tr>
<tr>
<td>Match Type</td>
<td>DECMATCH</td>
<td>This coded field indicates if the constituent’s record matched our vendor’s database of deceased individuals and how closely it matched.</td>
</tr>
<tr>
<td>Month/Year</td>
<td>DECDATE</td>
<td>When applicable, this field displays the month and year that a constituent passed away.</td>
</tr>
<tr>
<td>Updated On</td>
<td>DECUPDATE</td>
<td>This field simply records the date that the Deceased Record Identification update was performed on each record. Please note that certain types of records, such as organizational records and international records, are not submitted and thus will not have a date listed in this field.</td>
</tr>
</tbody>
</table>

**DonorPerfect data fields that are analyzed to produce this update**

In order to perform this update, we export certain fields from your database and provide them to the vendor that handles the actual update itself. The following is a list of the fields used by the vendor to ascertain the deceased status of your constituents.

- First Name
- Last Name
- Suffix
- Address
- Address 2 (if applicable)
- City
- State
- Zip

We use the Country field to screen for international records, as non-US records are not processed. We also screen out organizational records. Also, please note that any individual constituents that have a business address listed as their primary address are not likely to match our vendor’s database. Finally, please note that our vendor does not utilize a prefix (Title) field, such as “Mr.” or “Ms.”, so we do not submit it.
Review of the Deceased Data Suppression Report

This report is provided by Anchor Computer, which is the vendor we work with to provide the Deceased Record Identification service. The report provides details regarding what percentage of your database is deceased and the degree to which these deceased records can, or cannot, be truly confirmed as deceased.

The first section of the report indicates the number of total records submitted for the update, the total number that received a Match Type code, and the number that did not match. Within the number that matched are subtotals for individual matches (Categories A through C), individual matches (Category E), and household matches (Category D). These categories are explained in detail below and in the next section of this guide.

The next section of the report covers the statistics related to each Match Type code, providing more detail than the summary at the top of the report. There are five categories of codes, A through E. Each category contains anywhere from one to four actual codes. Each constituent in your DonorPerfect system that matched our vendor’s database received a match code. The descriptions of these codes can be found in the next section of this guide. Generally speaking, Category A is the best, most accurate level of matching, followed by Category B, then Category C, followed by Categories D and E. Within each category, the codes are numbered, starting with 1. The code A1 represents a better match than A2. D1 is better than D2, which is better than D3, etc. So, A1 is the most accurate level of matching and E3 is the least accurate.

It is our recommendation that you pay close attention to these Match Type codes and their meaning, especially with some of the lesser categories, such as D and E.

The third section indicates what percentage of records had insufficient data to be used as part of the matching process; because of the inconclusive match, it could not be determined whether or not they are deceased. This section also indicates what percentage of your records did not match our vendor’s database, thus indicating that these constituents are not deceased.

The final section gives details on records that matched our vendor’s database and received a Match Type code of either C1 or C3 that were also “flagged”, which means that our vendor was able to match the record to their database but some element of data was less than ideal to match the record as specifically as possible. These reasons typically have to do with how the name data (prefix, first name, last name, suffix) has been provided. Typically speaking, a minimal number of records are flagged in this manner but those that are may not be as thorough a match as other C1 and C3 records.
Match Type - Code Definitions

As mentioned in the previous section, there are five different categories of Match Type codes and each category contains specific codes. The hierarchy of these codes indicates how exact a match has been made for each constituent. The codes are listed here in order of the validity of the match, from highest to lowest.

Category A

A1 – Exact Match by SSN, First Name, Last Name, and Zip Code

This code indicates that the constituent matched our vendor's database exactly on every field listed: social security number, first name, last name, and zip code. The key to ensuring that this is the best possible match is, of course, the social security number. Not many of our clients store this data in DonorPerfect so it generally isn't provided. But, if you did have this information, you may see matches that fall into this category.

A2 – Weighted name (close to exact name) match by SSN and Zip Code

This code still matches the social security number and the zip code but the name didn't match exactly. This is still likely to be extremely accurate, due to the match on social security number.

Category B

B1 – Exact match on First Name, Last Name, and Address

By matching exactly on the name and address data, this is also highly likely to be an accurate match.

Category C

C1 – Address exact match / Name near-exact match

As you can see, the level of matching is becoming less specific. In this instance, the address matches exactly but the name of the individual constituent being matched comes close to being an exact match to our vendor's database but some element is slightly different. Unfortunately, the specific difference is not identified.

C2 – Name exact match / Address near-exact match

Similar to C1, but reversed. Here, the name matches exactly but the address has some small discrepancy when compared to our vendor's database.
C3 – Near-exact match on both Name and Address

With this code, neither the constituent’s name nor address matches our vendor’s database exactly but both come very close. This is still likely to be an accurate match but probably merits a little additional scrutiny, as do all of the following codes in Categories D and E.

Category D

A note about Category D: With all of the codes in this category, the first name does not match at all; notice that the first name is not mentioned in any of the code descriptions. All of the codes in Category D are considered household matches, which means that, based on the details of the match, it can be verified that someone in the household passed away but not necessarily the constituent you submitted in the update. It could have been their spouse or some other family member – or it could have been the constituent you have listed but, for some reason, the first name just didn’t match.

This could be due to a misspelling or other typographical error, or the usage of different names by the same person. For example, you might have a donor who goes by a commonly used nickname. Everyone uses this nickname; few people may even know his or her given first name and the nickname is listed as the person’s first name in DonorPerfect. But, the deceased record database will use their actual name. Generally speaking, it is best not to make assumptions, positive or negative, about the validity of records matched with Category D. That said, these records do merit an even greater level of scrutiny.

D1 – Exact Last Name / Exact Address (Household level match)

Records with this code match our vendor’s database exactly, based on both the last name of the constituent and the address that was provided. As mentioned above, the first name does not match.

D2 – Exact Last Name / Address near-exact match (Household level match)

Records with this code match our vendor’s database exactly based on last name, but the address only comes close to matching exactly. As mentioned above, the first name does not match.

D3 – Exact Address / Weighted Last Name match (Household level match)

Records with this code match our vendor’s database exactly, based on the address. The last name does not match exactly but the vendor uses a proprietary algorithm to determine that the last name provided comes close to the last name in their database. As mentioned above, the first name does not match.

D4 – Weighted Last Name / Near-exact Address (Household level match)

In this case, the address does not match exactly and the only match is based on the weighted last name, as described in D3 above.
Category E

**E1** – Name and Zip exact match / no address used – High probability potential match

**E2** – Name and Zip exact match / no address used – Medium probability potential match

**E3** – Name and Zip exact match / no address used – Low probability potential match

In Category E, only the name and zip have been matched. To clarify, someone with the name provided that lives in the same zip code did pass away. While this can be a viable match to your constituent, despite not being able to match with any higher level Match Type codes, it could also indicate, for example, that John Smith in New York, NY passed away, which makes it difficult to be sure that the John Smith that passed away is the same one that is a constituent in your database. Based on other proprietary criteria, the vendor assigns a value of high (E1), medium (E2), or low (E3) probability of the match to the constituent in your database. As with Category D, you should consider making additional efforts to verify Category E matches before making any assumptions, positive or negative, about their validity.

Other Match Type codes

**I** – Insufficient data

This means that some of the data needed to establish a match wasn’t provided, such as a blank address, city, state, or zip code field.

**N** – No match

No match was found. There is no data to indicate that the person is deceased. In all likelihood, a high percentage of your records will fall into this category.
Frequently Asked Questions about Deceased Record Identification

1. How does the vendor compile their data on deceased individuals?

   Data is acquired from the Social Security Administration, as well as other publicly available sources of information that identify deceased individuals.

2. I just reviewed the results and found someone in my database that is now indicated as having passed away. But I just talked to them this morning! What’s going on?

   This service is very thorough in how it determines the degree of accuracy assigned to any record’s Match Type code. As noted in the previous section, the various code categories indicate to what extent your constituent was able to match the public records indicating deceased individuals. Records with a Category code of D or E need to be carefully assessed and the person may not be dead. However, it is likely in many of these cases that a member of their household or someone else with similar name/address data has passed away.

3. I’m looking at a record that has a Match Type category code of E but the Confidence Code states it was confirmed by a relative. Doesn’t this mean they have passed away and I don’t need to verify this any further?

   When reviewing the Match Type code and the Confidence Code, the more important element for you to consider is the Match Type code, which explains to what degree the match was made. If you have a record with a Match Type category of E and a Confidence Code that indicates the death has been confirmed, it means that someone with the same name and zip code of your constituent passed away and it was confirmed by a relative that this individual died. However, it may or may not be your actual constituent if someone else with the same name and zip code passed away.

4. I’m looking at a record that has a Match Type category code of E but the Confidence Code states it was confirmed by death certificate. Doesn’t this mean they have passed away and I don’t need to verify this any further?

   See the answer to the previous question. The same situation is applicable, even when the death has been confirmed by death certificate.

5. This update identified quite a few deceased records. I don’t want to mail to them any longer. Why isn’t the “Do Not Send Mail” field checked?

   Based on feedback from many of our customers, we have opted not to automatically mark off the Do Not Send Mail field for any records identified as being deceased, or potentially deceased, depending on the Match Type code. Many clients expressed a concern about this being done arbitrarily. However, it is relatively simply to do a global replacement to update this field simultaneously for many of your records. You can do so for all of your deceased records,
regardless of their Match Type, or be more specific and filter for only certain Match Type codes when making this change. If you need assistance with this, a member of our Support Department will be happy to help you.