

Nonprofit Data Solutions for Direct Response Agencies

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Who We Are



Empowering Agencies with Data Excellence

At Data Management Inc. (DMI), we're committed to driving extreme efficiencies for our agency partners. We've invested heavily in systems and tools used to produce mail files and industry-leading reports, enabling an array of low-cost, high-value offerings to agencies who might otherwise be forced to staff large data/technology teams.

Our mission is to transform your data challenges into strategic opportunities that strengthen client relationships, optimize fundraising outcomes, and ultimately amplify your success in the fundraising marketplace.

We're Trusted By The Best



Our Leadership

Meet the dedicated professionals who combine technical expertise with nonprofit sector knowledge to deliver data solutions that transform how organizations achieve their missions.



Trent Johnson
Vice President

Trent has 8 Years of NPO Experience



Debbie de la Cruz
Director, Client Service

Debbie has 18 Years of NPO Experience



Lucy Sheppard
Director, Data Operations

Lucy has 15 Years of NPO Experience



Matt Lavinder
Manager, Technology

Matt has 21 Years of NPO Experience

Our Managed Services

Outsourced Campaign Data Processing

Expert execution of client campaign strategies using advanced data processing techniques.

Fundraising Platform Integration

Seamless integration with existing systems for enhanced fundraising capabilities.

Data Governance Development & Support

Strengthen data quality, security, and compliance with industry best practices.

Data Warehousing & Analytics Transformation

Transform your analytics practice with scalable data solutions for future growth.

Outsourced Campaign Data Processing

The industry's leading experts in direct mail data processing
with unmatched capabilities

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Alternative to In-House Data Operations

Rather than building costly internal direct mail data capabilities, partner with DMI for the long term. We deliver the efficiency and knowledge of specialized technologists with the responsiveness and dedication of an in-house team—at industry-leading turnaround times. With direct access to our data specialists via phone or email, you receive enterprise-quality results without the enterprise-level investment in hiring and training specialized staff.

Advanced Data Processing Technology

Our proprietary systems execute your campaign selection strategies with precision. We handle all data hygiene processes—deduplication, NCOA validation, deceased processing, and address standardization—with exceptional accuracy. Following your instructions, our specialized tools implement package assignment across audience segments while maintaining precise control over quantities.

Executing Complex Campaign Requirements

We process acquisition campaign complexities—rented list tracking, finder number creation, and merge/purge operations based on your campaign instructions. Our data processing systems reflect years of investment specifically for nonprofit direct mail. We deliver cost-competitive services with direct and timely access to specialists.

Data Processing Services

- **NCOA Processing**

Keep your donor addresses current with USPS changes

- **Merge/Purge Operations**

Eliminate duplicates across multiple data sources

- **Deceased Suppression**

Prevent mailings to deceased individuals

- **Household Matching**

Consolidate multiple records from the same household

- **List Rental Management**

Processing of acquisition list sources

- **Acknowledgement File Preparation**

Automate daily or weekly donation acknowledgement files to your printer

- **Package Assignment**

Apply package allocation rules across segments

- **Print-Ready File Preparation**

Precisely formatted files for any print vendor

Fundraising Platform Integration

We specialize in seamless integration with the industry's leading fundraising platforms, providing expert design, development, and ongoing support.

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Seamless Integration

Our data integration specialists ensure smooth integration of your clients' chosen fundraising platforms with your existing systems. We handle complex API integrations to create a unified ecosystem that enhances your clients' fundraising capabilities.



And many more platforms tailored to your organization's needs

Ongoing Partnership

As your clients' dedicated integration partner, our support includes continuous monitoring, performance optimization, API upgrades, and ensuring the validations, transformations, and business rules are always up-to-date—eliminating the need to hire specialized integration technologists.

Data Governance Program Development & Support

Establish reliable data practices that protect your
organization and improve decision-making

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Strengthening Data Quality & Security

We provide comprehensive inventorying of all an organization's data artifacts including business rules, validations, transformations, sources, destinations, and data flows. This detailed inventory forms the foundation of strong data governance and ensures data quality and security across the organization.

Compliance & Best Practices

Our team meticulously documents all items in an organization's data inventory and implements industry best practices like commenting ETL code to easily locate inventoried data artifacts. With deep experience in **data.world** and other leading platforms, we ensure an organization's data governance program meets the highest standards.

Continuous Monitoring & Improvement

Unlike others who simply implement governance programs, we teach nonprofits how to change-manage and grow their own data governance initiatives. We empower nonprofit's and their agencies with the knowledge and tools needed to maintain and evolve their data data governance programs independently, ensuring long-term success and sustainability.

Data Warehousing Solutions

Unify your data into a single source of truth for AI-powered
insights

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Unified View of People and Campaigns

Our data warehousing solutions enable you to join data together across multiple sources, providing a unified view of your clients' constituents and campaigns. This integrated approach eliminates data silos and provides your team with actionable insights all in one place.

Our Technical Approach

We leverage modern data stack technologies to build reliable, scalable data pipelines and warehouses that grow with your agency. Our solutions are built on industry-standard tools and best practices for data governance, testing, and deployment.

AI-Ready Data Foundation

For nonprofits looking to leverage artificial intelligence, a well-structured data warehouse is no longer optional—it's essential. Our solutions create the clean, organized data foundation that AI tools require to deliver meaningful results. Without this foundation, even the most advanced AI technologies will struggle to provide valuable insights.

Enterprise-Grade for Nonprofits

We bring enterprise-level data warehousing capabilities to agencies and nonprofits of all sizes. Our approach ensures you have access to the same powerful data integration and analytics tools used by large corporations, but tailored specifically for fundraising and nonprofit operations. This democratization of data technology is especially critical as AI becomes increasingly important for mission-driven organizations.

Modern Data Stack Components

- **Transform Data with dbt**

Create reusable, version-controlled data models

- **Orchestrate with Airflow**

Automate complex data workflows

- **Quality with Great Expectations**

Validate and document your data

- **Store with Snowflake/PostgreSQL**

Scalable, reliable data storage

- **Integrate with Bytespree**

Reliable system connections

- **Version Control with Git**

Track changes and collaborate

- **Develop with Python**

Flexible, powerful data processing

- **Integrated A.I./ML**

Structured for machine learning models

Thank you!

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