Instructions to follow for Melissa Data Address Search

Preparing Your File

- The first step is to download the directory of all Stake members (not households) using lds.org, or MLS. You may need to do this one unit at a time, but you want to end up with one file. The file should include the member name, address 1, address 2, city, state, zip, and household id number only. The household id (HofH ID) is used for sorting purposes for multiple same last names at different addresses. (For example; multiple Smith families in the same Ward).
- After downloading the file bring the .csv file up in Excel and save it as an .xlsx or .xls file.
- The file should be sorted by unit/member name/household id.

Contacting Vendor

- Once you have your file prepared you can contact Ms. Michelle Oliver at Melissa Data. I've spoken with Michelle several times and she has offered to be the representative for any future search needs. She's been great to work with. Michelle can be reached at michelle@MelissaData.com, or 1 (800) 635-4772 x 113. Michelle will answer any questions, and email you a link to submit your file.
- If you prefer, you can use the following steps to obtain your link:
    - Melissa Data can be found on the internet at melissadata.com
    - You will see a banner at the top advertising their different services. Click on Learn More when you see "Globalize Your Business With Address Verification"
    - You will see a page with lots of information, i.e., free trial, get quote, etc. On the bottom right there is a box that reads Quick Help.
    - In the Quick Help box supply your name, phone, email, and company name. I put LDS Church for the company name. You can type a comment, but you really don't need to do that.
    - Click Submit Form. In about an hour I received an email with pricing and a link to upload my file.

Sending/Receiving File

- At the top of the email that you received when you first submitted your form there is a link to send the file.
- Click on the link when you're ready and you will be directed to the "Data Enhancement Order Form & File Upload" screen.
- Enter your information, i.e., name, company, email, etc. Under the section for Postal Processing, check off the first box for "Move Update (NCOA Link) 48 month.
- Be sure to check "Address Append" under the Consumer Enhancements section. This will put all new information in new columns to the right of your columns on your spreadsheet rather than replace your columns.
- You will need to supply credit card information. The cost is $50.00 for the 48 month Address Append. Browse to find your file, hit submit, and your file will be sent.
- Once my file was received by Melissa Data I got an email from my rep stating I needed to fill out a PAF (Processing Acknowledgement Form). It's required by the USPS for every customer who uses the NCOA Link.
- I completed the form and faxed it to my rep. You only need to complete the top portion under "List Owner". I just put LDS Church for the company name. In the field titled NAICS just type CHURCH. If you have any questions about the form please call Michelle Oliver. She knows me and knows others may be calling her. She will be very helpful.

File Returned

- Later that same day (it could take 24 hours) I received my file back from Melissa Data.
- The same file came back as a .zip file. I clicked on it to unzip and it gave me my .xlxs file with the new fields appended to each address.
- Included in the email was a link to print off the error code tables so that when you're looking at your returned list it makes sense. You will need these lists. The main sheet needed is the main one they show you. It's the ListWare Error and Information Codes. Even in that 5 page document you only need to concern yourself with 4 sections; Mail Score, Address Error Codes, Return Codes, and Move Type.

- You will also need the NCOA Result Codes and the Address Verifier Result Codes, so be sure to click on those links and print those forms as well.

Recommendations

- I first eliminated a couple of columns from the list that are not needed for our project. You can delete the DPBC and CRRT columns. It's difficult to fit all the information on a legal size sheet without changing font sizes, etc. even without unnecessary columns.
- Once you get everything formatted you will need to split your Stake file into units. You should be able to do that easily since you stamped the unit names in all the records.
- I split the unit lists into three sections by mail score/member name. Moved=Mail Score 1 records, Standardized=Mail Score 3 records, and Bad Addresses=Mail Score 7 records.
- I immediately moved (Score=1) the households that we no longer had out of the Ward, or to new addresses within the Ward.
- The (3) records have all been standardized with zip+4 and correct abbreviations, etc. Review the "3" records carefully for corrections to street names, changes in street numbers, zip+4, etc.
- I took the bad addresses (7) and started to look up the names using whitepages.com. The ones that whitepages wouldn't give me (private), I looked up online at the County Tax or Deed records to get addresses.
- The remaining (7) records I found most of through voter registration, but it does require a trip to the courthouse to speak with them to get those addresses.