

4Site Studios

TidyContact: Ensuring data integrity in your supporter record

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Bryan Casler

Vice President of Digital Strategy



IVAW non-profit webmaster

Salsa Labs roadblock eradicator

4Site Studios digital strategist

Helping EN clients of all sizes

- Amnesty International USA
- Earth Island Institute
- Human Rights Campaign via Lautman
Maska Neill & Company
- The Humane Society of the United States
- International Fund for Animal Welfare
- Mercy for Animals
- National Trust for Historic Preservation
- National Wildlife Federation
- Oceana
- Ocean Conservancy
- Organic Consumers
- Oxfam America
- Oxfam Canada
- People for the Ethical Treatment of Animals
- Polaris Project
- Rainforest Action Network
- Save Tibet via Schultz and Williams

ENgrid: Page Templates Evolved

INTERNATIONAL CAMPAIGN FOR TIBET

HELP SAVE TIBET

Your gift will help to promote human rights and democratic freedoms for the people of Tibet. All efforts are made possible by the contributions of people of conscience like you.

Together, we can shift the balance toward compassion and kindness. Make a gift today.

DONATION INFORMATION

ONE-TIME GIFT | MONTHLY GIFT

Select Gift Amount *

\$50 | **\$75** | \$150 | \$250 | \$500 | Other

In Honor Of | In Memory Of | [Learn more here >](#)

YOUR INFORMATION

First Name * | Last Name *

Ocean Conservancy® | HAVE QUESTIONS? 800-519-1541

Help Us

Help Make a Difference for the Future of Our Ocean

Give Monthly | Give Once

\$25 | \$50 | \$100 | Custom Amount \$0

Support ocean acidification research. We're bringing the brightest minds together to work towards scientific solutions and policy actions.

Personal Information

First Name: Romain | Last Name: Last name

Email Address: Email Address

Address (International?): Street Address

Ocean Conservancy® | SHARE | Social media icons

Action Alert

Trump Administration Plans to Open Pacific, Atlantic and Arctic to Offshore Drilling

In a *huge* step in the wrong direction, the Trump administration has moved to open the West Coast, the East Coast and the Arctic to offshore oil and gas activities in its proposed new 5 year plan. Take action today!

Whales, dolphins and more all rely on groups on the ground, to help in times of need. We can't lose this critical funding that enables such important work. [Learn More](#)

76,000 Supporters | 100k Goal

Personal Information

First Name: First Name | Last Name: Last Name

Email Address: Email Address

Yes, I would like to receive emails

Address (International?):

The human challenge of "forms"

- Supporters are inconsistent and unpredictable
- Supporters are bad at following instructions
- Supporters don't know everything, even about themselves
- A supporters technology is a moving target
- Post submission administrative activities don't scale

How can technology help?

- **Field Trimming** of extraneous spaces
- **First Name & Last Name** first letter capitalization
- **Email Address** validation
- **Phone Number** standardization (e.164)
- **Mailing Address** standardization by country
- **Address Geolocation** latitude and longitude
- **Donation Other Amount** normalization (###.##)

Mailing Address & Meta Information

- Validation Record
 - Where and when was it captured, What did the user submit, What was changed
- Validation Date (YYYYMMDD format)
- Validation Status
 - Success, InvalidAddress, API Error

Mailing Address Standardization



TidyContact

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Thank You

Let's discuss your projects / ideas:
bryan@4sitestudios.com

Our strategy for good user experience

1. Organizational staff are users too
2. Be respectful to your users time
3. Design is in service to your content
4. Create intuitive experiences versus explicit ones
5. Elegant solutions often go unnoticed

Email Validation Demo



Ocean Conservancy®

Email Address Meta Information

- Validation Date (YYYYMMDD format)
- Validation Status
 - Valid, Invalid, Disposable, Accept all (Unverifiable), Unknown