

Nonprofit
conservation group
Ducks Unlimited
Canada uses
DMTI Spatial's
advanced location
data to optimize
fundraising efforts.



Success Story
Manitoba, Canada

NONPROFIT



PROBLEM

Location data was inconsistent and incorrect, making it challenging for Ducks Unlimited Canada to maintain and manage community outreach.



SOLUTION

DMTI Spatial delivers comprehensive, map-ready location data that is continually updated for superior accuracy.



BENEFITS

- **Comprehensive mapping:** The most complete six digit Postal, and other location datasets throughout Canada (such as streetfiles, address points).
- **Data accuracy:** Data is continually updated to ensure complete reliability.
- **Easy integration:** Integrates with your software so that you can work the way you want and need to.

DMTI Spatial Helps Ducks Unlimited Canada Effectively Target Optimal Regions for Fundraising and Maintain Relationships with Donors

Ducks Unlimited Canada advocates to protect Canadian Wetlands - a job the organization has been doing for 80+ years. Manager of IT, Andrew Pratt, shares why they have depended on DMTI Spatial since 2000.

Complete Map-ready Location Data for Fundraising

With offices in every Canadian province and territory, Ducks Unlimited Canada requires a location intelligence platform that delivers comprehensive datasets for regions throughout Canada. By tagging donors to their postal codes, Ducks Unlimited Canada is able to see exactly where money is coming from so that donors are assigned to the appropriate fundraising chapter.

"We use the postal code polygon (LDU) file for mapping and locations to see where supportive members are," explains Pratt. "DMTI allows us to see patterns of areas where people donate, and we know to hold more fundraising events there. We see this on a map, and the visual representation reveals where the holes are and where the opportunities are."

Consistently Reliable Data

Ducks Unlimited Canada has been using DMTI Spatial since 2000. Prior to using DMTI, data was messy and inconsistent, and was often assigned to incorrect postal codes.

"Now with DMTI we can take the data and plot it spatially so that fundraising teams can easily maintain their territories," Pratt says. "Polygons are color coded. Everything is nice and cohesive. Being able to view the data like this helps it make sense, and shows us where the outliers are. We can quickly make changes. That visual representation is key, and I can't imagine another way to do it properly."

Integrates with Your Workflow

DMTI Spatial easily integrates with most software systems, and has been fully integrated into the Ducks Unlimited Canada workflow from the moment they started using it.

"DMTI's comprehensive FSAs are key to tagging how money flows in, in an appropriate manner," Pratt shares. "DMTI is how we maintain our relationship with supporters. It's integral to our information, and we look forward to seeing how we can leverage it even further in the future."

We help businesses grow through actionable insights uncovered by leveraging location to bring together and analyze a growing world of data. We make breakthrough products that change the way people use location.

To learn more about how DMTI Spatial can help your business, please go to www.dmtispatial.com or contact us at info@dmteispatial.com.



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