


Supporter relationships

Reduced attrition
by 240 donors a
month

Increased
average gift by
£5

Increased
RG average
by 25%



Take away points

- What “Data” is
- How you use your database as a CRIMDB
- What can data do for you?
- What data should we collect?
- The importance of good data.



WHAT...

What is data?

What is our database for?

What do you use data for?

I have a
newsletter to go
out...

Motivate people to run for Pace in 2019

Open garden events program has been released


Information about a trip our children have been on

Strategic Partnership with an IT company

Information evening about international cycle.

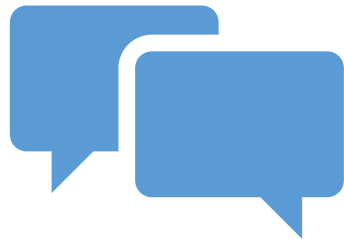


These are all on my mailing list!

A dark blue, irregularly shaped graphic with a splatter effect, containing white text. The graphic is centered on a white background and has a rough, hand-painted appearance with various shades of blue and white splatters around its edges.

How would you lay
out your email?


Purposeful data = Knowledge = Fundraising Power



What do you do if a supporter calls
to tell you have moved!



OR Changes their name



What data
should we
collect and
why?

- What do you want to achieve?
- What else can you learn?
- What decision can you make from the information?
- What data would you need?
- How will you record data on your database?



Activity

What frustrates you about your job?

Can the database or the data it holds help?

What can data help you do better?



What can data tell us

- Propensity to give
- Likelihood of attrition
- Target audience profiling
- More effective campaigns
- Who's worth talking to and who's not
- How much are we talking to them
- What messages work and what don't
- Indicators of hygiene factors/data fatigue.
- Show us opportunities/ highlight weaknesses
- If we have our journeys planned correctly
- MUCH MUCH MORE



What makes good data

- Consistency
- Agreed coding structure
- Planned / considered
- Predefined
- Relevant
- Compliant
- Up to date
- Utilised.

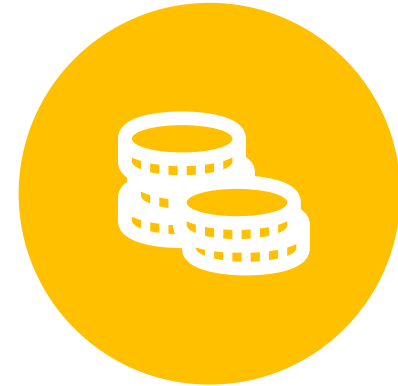
What is the value of good data.



MORE MONEY MADE



MONEY SAVED



**MONEY SPEND IN THE
RIGHT PLACE**