15 Ways
To RAMP Up Your Fundraising Success

How do you ramp up your fundraising activity?

It’s a question that’s currently dominating our conversations with charities.

A universal concern that’s facing the sector is how to maintain fundraising performance and deepen engagement with supporters in light of the intense scrutiny of the ICO, the Fundraising Regulator and the forthcoming General Data Protection Regulation (GDPR).

What is striking though, is that there is no disagreement with the basic principles of the regulation from charities. The sector is totally onboard that citizens’ privacy must be protected. That it’s absolutely clear charities should stand up to scrutiny, especially as they rely on the goodwill and support of the public. There is no dispute that every charity needs to be fully prepared for the implications. Yet, at the same time, every charity needs to protect and increase their fundraising, so they can continue to deliver the vital services that our communities rely on.
That’s why we’ve produced this report. We want to share with you our data driven methodology for transforming your fundraising performance. To help you answer that pressing question, with 15 ways to ramp up your donor value.

It is through data that we help our clients solve many of the world’s problems. To do that we need to make sure you’ve got great data to work with. That’s why we suggest your first point of call to improve fundraising is to look at – and I mean really analyse and understand – the data in your organisation.

Our approach to transforming fundraising focuses on six main areas:

1. Surfacing insights
2. Nurture, activate and develop
3. Recruit the right supporters
4. Take action
5. RAMP up fundraising with advanced analytics
6. Sort for compliance

Under each of these areas sits 15 different opportunities for you to improve performance. That’s what we’re going to show you. How to use your data to drive fundraising success.

J. Cromack

Executive Director of MyLife Digital and

CEO of Wood for Trees
Surfacing insights

Every person in your database can be characterised and analysed according to their behaviour. We can get to know them by the actions they undertake. To understand their behaviour. To be able to analyse and predict their future behaviour.

With the GDPR, there is a requirement to minimise the quantity of data held on individuals. Equally each individual needs to be informed about what data is being collected, appended to and the purpose for doing this. We understand that. What we also understand is how to analyse the anonymised data. How to surface patterns in organisations, previously not seen before. How to mine the value from consented data. That’s why we talk about informed insight from informed consent.

1 Data modelling and big data

Being data analysts we will, of course, say that improving your fundraising performance relies on the assumptions that you make based on the data you have. After all, the best predictor of future performance is past behaviour. Data models can be developed on the data that’s held in the organisation.

Recency, Frequency, Value
One of the most simple and most used models is looking at the Recency of supporter giving, the Frequency of the contribution and the Value of the donations.
Regression models
There are other more complex data modelling tools and techniques. Regression models will search out the relationships between different variables and how these can be applied to predict behaviour.

Machine Learning
Additionally, machine learning enables big data including your own first party digital data and third party data sets to be analysed through the use of sophisticated algorithms.

Data models are designed to get you to know your supporters and donors better. To accurately predict their future behaviour, to forecast your fundraising more effectively and to identify the next best action to yield the best return.

To find out how Machine Learning can improve the value in your fundraising, go to Consentric Value Index: https://consentric.io/solutions/value-index/
Email for a demo: contact@consentric.io
Nurture, activate & develop donors

Let’s start with what you’ve got right now. You will have databases of potential supporters. They are ready to be analysed. To be investigated so you’re spending your money effectively and getting the best return in donations.

2 Nurture each individual

There’s value to be found in every database across your organisation - from volunteers to service users, to campaigners to donors. Valuable information that can give you insights into the behaviour of individuals and identify opportunities across all stakeholders. To create a single view and single ID with a single view of consent.¹

One of the things we’ve found in charities is that even when data is in one place, contacts can be quickly siloed once again. So service users are not thought of as supporters. Volunteers are treated differently to those who receive fundraising campaigns.

One charity we worked with found its supporters were located in groups around very specific postcodes. On further analysis these locations were centred around service users, who were fundraising on behalf of the charity. By giving service users the tools and support to fundraise, they became far more effective advocates.

When you’ve analysed the behaviour of individuals, you can group people together who are likely to behave in a similar fashion. Digital is one of the most important channels for this. Not only can you identify new behaviours but it may be possible, in the future, to tie-back a donor who donates online via a device ID, helping you understand past behaviour and activation points.

Nurturing potential donors is all about understanding the different journeys of different cohorts before they become financial supporters of your charity (if they do at all). This leads to advanced analytics that RAMP up the value of your supporters.

¹ For more on a Single View – go to Section 14
3 Activate and reactivate your supporters

When working with charities, we find valuable potential supporters are often buried in databases across the organisation, simply because they haven't been activated or reactivated in a while. Sometimes these supporters are not even available to the fundraising team. This places continuous pressure on fundraising departments to find new supporters, rather than considering activation and reactivation of lapsed or inactive supporters.

Activation and reactivation is critical. Know the communication variables that drive response and sign-up. Understand the propositions that work. Identify the effective recruitment channels. Push the most effective giving methods.

4 Develop your supporters

When you understand how someone behaves, you will have insights into how to grow and develop them and importantly retain them as loyal supporters for the future.

You can effectively cross-sell and introduce them to different elements of the charity and ways to become engaged, as long as you have their consent to do so. You will know how to communicate with them. You will know the messages they will respond to. You will understand the reasons and opportunities that will enable them to support your charity. You can predict their next best action, the value of their second or third donation and whether they are likely to leave a legacy.

At the end of the day transforming fundraising performance is about finding and trying out the next best action. Charities sometimes call this the Next Best Ask, but through our experience we've found that effective fundraising is not always about asking for a donation.

In terms of data analytics, this next stage is often referred to as prescriptive analytics. However, there are a few things we disagree with in this wording. Prescriptive is about the enforcement of a rule. What we do, is look at what is likely to happen. Equally, this is not only about sophisticated algorithms. It's about combining the best data analytics with the best human knowledge and experience to gain real insights.

Because individuals will always be individuals, and to understand human psychology it's best to be human.

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Email for a demo: contact@consentric.io
Recruit the right supporters

Recruitment of supporters is an essential part of any fundraising department - whether this is to replace the natural attrition or increase the size of your supporter base. However, the real value comes from focusing on recruiting the right supporters. To transform your fundraising performance.

The more targeted and specific you can be - the more effective your campaigns will be, and the more likely you will be to retain and develop supporters.

5 Recruit more just like them

We've given you lots of tips about how to improve the value of your supporters with your existing data. Through nurturing and activation, you will get a really good understanding of your donor base, as well as other potential supporters across the organisation. And then you can go out and recruit more supporters just like them, bringing them into the cycle and ready to give to your cause.

You can be accurate and focused. Recognising that more supporters do not always equate to more fundraising. Finding and recruiting the best match for your charity, means your supporters will give more, be more engaged and also become advocates helping you to find and recruit more people just like them.

Econometrics modelling techniques can help understand the factors and drivers that influence donations. These techniques can shed light on the impact of channels such as TV, where responses might be non-attributable.
6 Recruit new types of donors

Recruitment is vital to a charity because of natural attrition and the need to top up and replace donors. As we've mentioned it's about identifying your most valuable donors and finding more of them. It's also about finding new and previously untapped groups of supporters. Experience has taught us that the 'same old' standard approaches tend to highlight the same old supporters. It's time to extend your view beyond those familiar horizons.

Read our case study of how one major international charity used our WHO supporter segmentation methodology to reveal untapped fundraising potential.

RAMP up with advanced analytics

We have developed the RAMP technique to help you improve your fundraising performance.

RAMP up your performance with advanced analytics. Report on performance, Analyse the results, Monitor the changes and Predict the future behaviour of your supporters.

7 Report on what’s happened

To be able to report effectively, you need to understand the objectives against which to measure your overall fundraising strategy.

It's laying a foundation for your campaigns. Built on what’s gone before. Ready to monitor what’s needed for the future.

- Who you're currently recruiting
- What their value, engagement and tenure looks like
- What products and/or programmes are driving the most income
- Where gaps and opportunities lie

A Foundation Audit can yield a wide range of insights.

For clever reporting tools visit Wood for Trees Kitbag for recommendations.
8 Analyse why it happened
Throughout all your communications, you need to be constantly gathering insights to inform your nurture, active, develop and recruit strategies.

- Develop and compare analytics across audience, channels and products
- Deep dive across donor segments and campaign programmes to yield insights that drive down cost and drive up income
- Test your campaigns to optimise outcomes and inform future activity

9 Monitor what’s happening
As well as analytics on past behaviour, continually monitor live interactive campaigns. This is an area that’s massively expanding. There are new breeds of powerful business information visualization tools. Called BI tools these give real time insight into fundraising performance and effectiveness.

- Develop dashboards and KPIs across the fundraising spectrum in near real time
- Monitor supporter volumes, lifetime value and attrition across your key supporter groups
- Regularly gather individuals from across different parts of the fundraising team together to review
- Explore your supporter voice through digital and social interactions

For details about how to use BI Visualization tools to visualise and present data in a way that aids decision-making, contact Wood for Trees.

10 Predict what will happen
Through predictive analytics and propensity modelling, which ensures information is only sent to supporters likely to respond, you can anticipate supporter behaviour.

- Better forecasting and scenario analysis minimises risks and identifies opportunities
- Analyse past behaviour to predict future behaviour
- Make informed evidence-based investment decisions to maximise future income

To understand how machine learning can help you predict future behaviours go to https://consentric.io/solutions/value-index/ for recommendations.
Take action

Strategies can only be tested when they’re put into action. Just as we’ve identified different supporters, you will also need to engage with potential donors in multiple ways, on multiple platforms and through multiple channels. Luckily there are plenty of tools to help.

11 Make it automated

With the explosion in data, there has also been an explosion in useful automated tools to help streamline the process. Marketing automation tools have built-in analytics that trigger responses based on identified behaviours across print, email, social and mobile. These are key to deliver an automated, efficient and effective supporter journey.

Tools like FastStats® enable marketing automation. Their PeopleStage software makes multi-channel campaign management simple. They create powerful marketing analysis with easy to use interfaces to improve the efficiency and cost-effectiveness of marketing campaigns.
Sort for compliance

Improving your organisation’s systems and processes, will improve your ability to fundraise effectively. When we work with organisations, we often see that data is held in many different locations, in different states and usually with limited permissions.

The forthcoming GDPR means that charities have to sort out their data to be compliant. This is an opportunity for fundraising departments: to come together with a common aim and objective, to be compliant and to manage and control your data effectively.

12 Improve your data inputs

One of the main reasons for the new GDPR regulations is the increase in the amount of data. This exponential growth shows no sign of slowing down. In fact with the use of intelligent, interactive and interconnected systems, data is going to continue to grow.

In charities, data is often held in silos related to how it was collected. There will be the central database or CRM that’s used by fundraising teams.

Every charity could also operate other internal data systems. In fact, there could also be external or 3rd party data systems where data is shared or stored.
Potentially there could be other external data sources, digital sources, not to mention social channels. All of which hold valuable behavioural data about supporters, but most of which are not connected or indeed visible for analysis by fundraising teams.

This is an additional challenge when considering the GDPR, as the regulations require the ability to erase a single individual’s data from all systems. Equally, it also stipulates that an individual can grant consent for their data to be processed for one purpose but not for another.

There is also the right for charities to process data under a legitimate interest basis for the purposes of sending direct mail, but all this requires a strong audit of the data to demonstrate the legitimate interest.

Improving the quality, consistency and traceability of your data inputs is a vital step towards increasing fundraising performance and being compliant.

Blender is a tool that validates incoming data flows, saving time and money down the line. Blender delivers more accurate data, reduces duplicate records on your database, giving you firmer and more reliable foundation for analysis.

13 Have data governance in place

If you don't know what you've got – how do you know who you can communicate with, by which method and on what subject? We recommend the 5W framework to help understand what data you hold and the data processes that are in place. This is increasingly important with governance from the Fundraising Regulator, the ICO and the GDPR.
You need to prove:

- Why you've collected their data and have a firm, legal basis and argument for why their personal information is required and the purpose for processing it
- Who you share their data with. You will need to map each data processor and controller, as well as any third parties you share it with and ensure you have the correct permissions in place and the basis for processing the data
- What information you hold, remembering that data often sits in different silos throughout your organisation
- When the personal information was collected. This is required by the GDPR, so you know when consent needs to be renewed or information removed
- Where you obtained their consent, across all your different channels of communication and fundraising. Ensure this can be traced back to the consent statement used at the point of capture and the privacy statement made publicly available at the time

Note: You may be processing data under a legitimate interest basis, but you still need to have policy and evidence to back up data retention policies and usage of data. However, most charities use a mix of all channels and consent is required for digital channels (words to this effect should be included).

\(^2\) We acknowledge that the Fundraising Code of Practice doesn't allow the sharing of supporter data between charities but some services/products offered by charities requires the data to be shared with third parties and the correct consent capture needs to be in place.

Conduct a Data Consent Audit to ensure you're fully compliant regards consent management.

View our webinar on The State Of Your Database for more information.
14 Get a single source of data truth

The way that data is currently stored in organisations is likely to cause huge confusion and enormous effort when it comes to being compliant with the GDPR. What is required is a single view of data where organisations can see all of the individuals they hold data on. Where a unique ID is created for each individual – matched across multiple systems. That means consent can be managed in a single place. A single source of truth.

If a charity completes this, it is the beginning of creating a Master Record. A single citizen view of your data that enables you to identify:

- Trends across your whole database
- Risks in your data in regards to:
  - Recency
  - Frequency
  - Value
  - Permissions and consent
- Opportunities to improve communication strategies

Having a single source of data is possibly the most critical step you can take – not just for compliance and data governance, but for a solid foundation for improving the performance of fundraising, now and for the future.

15 Gain and manage consent

Now you have all your data in one place – and you have those individual unique IDs across all your data sets – you can importantly get consent, as required by the GDPR.

This is why we say that the GDPR is a real opportunity. To be compliant you need to know exactly what data you hold on individuals and where it’s stored. You need to be able to demonstrate why you collected it and the purpose for which you intend to use it and also gain explicit consent if you intend to share. If you are using consent as a basis for processing you need to have this captured from the data subject and it must be auditable.

The GDPR gives you an opportunity to re-organise your data, and it is worth it. Consent means supporters trust you. Trust leads to deeper engagement and stronger advocates.

Consentic Permissions is the MyLife Digital product that provides machine readable APIs and human interfaces for managing data consents.
Transform your fundraising performance

1. Surfacing insights
   - Data
   - Demographic Data
   - Age
   - Income
   - Education
   - Recency
   - Frequency
   - Value

2. Nurture, activate & develop
   - NURTURE
   - ACTIVATE
   - DEVELOP

3. Recruit the right supporters
   - Mirror Profiles

4. RAMP up with advanced analytics
   - Report
   - Analyse
   - Monitor
   - Predict

5. Take action

6. Sort for compliance
   - Why?
   - Who?
   - What?
   - When?
   - Where?

For more info visit: consentric.io
With Consentric, we deliver trust. More than products and services, we’re about communicating differently. Developing new and deeper relationships with your market. We enable people partnerships that gain you powerful insights. That add value. To the individual, to the organisation and to society as a whole. So everyone benefits. That’s the shape of the new digital economy. One that’s based on trust.”

John Hall, Chief Executive Officer, MyLife Digital Ltd

About MyLife Digital

MyLife Digital helps organisations realise the meaning, value and power of their data.

**Meaning.** An individual gives consent for the use of their data. An organisation gains insights. Both parties improve decision-making.

**Value.** Redefining the relationship between individuals and organisations. Where there is mutual value exchange.

**Power.** Data is powerful. It gives the opportunity to gain insights. To see patterns. Insights that deliver change.

Using the Consentric Platform, with consent at the heart of the system, data can be collected, collated and shared to provide informed insights.

Informed insight from informed consent