

3 WAYS DATA CAN BOOST YOUR FUNDRAISING

Donor data is the basis for successful fundraising. To evaluate your donor data in order to use it to its fullest potential, you must understand how to prepare it, what data to collect, and how it allows you to:

Understand your donors

Build a better relationship with your supporters

Boost your retention rates and revenue

49%

of Charities see digital fundraising as a priority

58%

Charities are still struggling with developing the skills to use, manage and analyse data.

51%

of Charities consider using data and insights more effectively to improve services and operations as a priority

#1

Evaluate your donor data needs

You need to be aware of the donor data elements that are most likely to have an impact on your fundraising activities. There is standard contact data all organisations should collect from their consumers.

But charities might choose to supplement it with additional data based on their unique fundraising strategy and approaches, such as:



Interests and hobbies



Demographic information



Financial status



Charity volunteering

The data that will best influence fundraising efforts will vary from charity to charity. However, donor data that is well managed and kept up to date, guarantees that your charity has accurate and standardised information so you can enhance your supporter outreach.

#2

Supplement your donor data



Every supporter interaction or fundraising event offers the opportunity to collect new data.



Collecting and analysing that data allows you to build a more complete picture of your donors – so plan to make the most of these opportunities!



CRM systems, email marketing programmes, and online fundraising platforms are examples of fundraising tools and platforms that can automate and streamline data management processes.

#3

Use donor data for targeted campaigns

Use your knowledge of your donors wisely!



Your donor data can be used for more than just performance evaluation.



You can rapidly ascertain a donor's giving preferences and their level of income with effective data enrichment and use this to optimise your fundraising efforts with personalised messaging and informed targeting that engages donors through the right channel, with the right messaging, at the right time.



Building trusting relationships with your supporters is essential, and a data quality programme is essential to keep data clean and manage donors effectively.

Clean donor data

Experian's contact data validation solutions enable you to capture and maintain accurate addresses, emails and mobile phone numbers for your donors and volunteers at the point of entry or post-collection. Combined with a broad range of enrichment opportunities, you will have the ability to gain insight to inform your fundraising and marketing strategies, which enables you to communicate with donors more effectively.

Validate, cleanse and **enrich** your data with a trusted partner, Experian, so you can harness it more effectively for your charity.

Would you like to know more?

Get in touch here