

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%

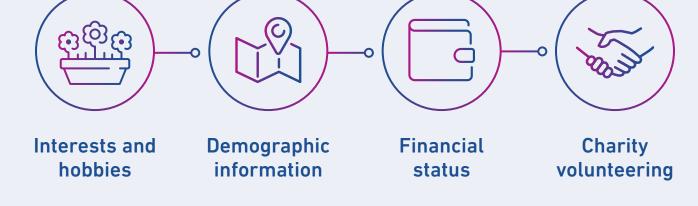
Charities are still struggling with developing the skills to use, manage and analyse data.

51%

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

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:



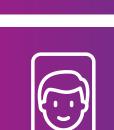
standardised information so you can enhance your supporter outreach.

#2

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

Supplement your donor data

Every supporter interaction or fundraising event



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!

offers the opportunity to collect new data.



fundraising tools and platforms that can automate and streamline data management processes.

CRM systems, email marketing programmes, and

online fundraising platforms are examples of

Use your knowledge of your donors wisely!

You can rapidly

ascertain a donor's giving preferences

and their level of

income with effective

data enrichment

and use this to

#3

Use donor data for targeted campaigns

more than just performance evaluation.

Your donor data

can be used for

optimise your fundraising efforts with personalised messaging and

informed targeting that engages donors

through the right



Building trusting relationships with

your supporters is

essential, and a data

quality programme is

essential to keep data

clean and manage donors effectively.

channel, with the right messaging, at the right time.

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 >