

Insight in Fundraising Conference

Data, Research and Analysis

This year's **Insight in Fundraising Conference** took place online for the first time ever. Following day full of discussion on 'Insight in a fast-changing world', we explored the positive potential for insight driven supporter engagement, and addressed the challenges charities faced in 2020.

Using Data driven recommendations to improve email stewardship:

How to utilise your data to move away from a one-size fits all approach to email campaigns.

- Ensuring your CRM is meeting the needs of your organisation
- Using market trends to inform decision making
- Defining your campaign goals with targeted data.

Men, we are with you. How research shaped communication of the cause:

Prostate Cancer UK's 2019 Campaign - The process, stimulus and feedback that ensured its success.

Unlocking the potential of ALL supporters at Cats Protection:

Exploring the ways in which supporters engage with charities through this years' market trends.

Measuring Supporters Engagement – Two approaches with The Children's Society:

Understanding behavioural scoring to offer supporters a more relevant and engaging experience.

- Developing scoring mechanisms to complement data and insight
- Viewing how supporters engage with your organisation and understanding:
 - Time
 - Money
 - Voice
- How to use scoring data to identify stewardship opportunities and re-engagement triggers

Managing Expectations for Developing MD Programme:

Exploring the process of developing Major Doner (MD) Programmes, and the potential for growth – with Cats Protection and Wood for Trees

Acquire new supporters and maximise the value of your existing supporter base using data

REaD Group - experts in helping Charities to use data to **engage**, **acquire** and **retain** supporters

We'd love to talk data with you!

Getting in touch is easy:

www.readgroup.co.uk enquiries@readgroup.co.uk

Building an in-house performance & insight team – big thinking, big results with a small team:

Understanding how smaller charities are moving forward with data insight and understanding the supporter landscape.

-  How to manage your data in-house
-  Strategy execution within a charity organisation

How Retail Data Fed The Nation:

Retail data can provide us with the most accurate view of 2020. Sainsbury's Elizabeth Harris discussed the scene of Covid-19 trends and how they impact data insight for effective campaigns.

-  Using customer identification measurers to record data such as - calorie intakes per customer
-  Demonstrating the need for vulnerable consumer models in the year of COVID

Insight at a small charity – St Ann's hospice:

Launching an emergency appeal to an entire active database in early April focused on segmented group, received an astoundingly positive response.

-  Segmentation gave insight into new supporter engagement
-  The use of different gifting options exposed new group segmentations for the charity

Insight in fundraising essentials:

Back to basics – fundamental tips for charities working with data:

-  Key Insights Charities need to know
-  Best way to ensure these are used effectively

Using Supporter data to give a next level personalised experience:

Action for Children discuss the impact of using data to inform strategy decisions

-  Using Surveys for data collection
-  Working towards an end goal and being more open about that end goal

This is our audience: Identifying and listening to potential supporters to grow Kidney Research UK's income:

Kidney UK discuss the need to grow supporter databases

-  Using audience insight to help aid charity development
-  Understand supporter prospects and now to engage

Smashing Segmentations:

The 3 essential fundraising segmentation for charities.

-  Improve Targeting and campaign ROI with RFV
-  Understand Cold audiences and opportunities
-  Cluster Techniques and segmentation

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We have the power (now!) – a case study into beginning your analytics journey:

Head of Public Fundraising, Paul Hayward discusses basic segmentation models and reporting platforms within charity organisations.

➤ Key tools to gather insight

➤ Informed decision making for strategic direction

How Macmillan's Insight & Revenue Innovation teams responded to the crisis:

Macmillan's supporter income was hit hard by the pandemic. By altering their market scanner, Macmillan were able to track how consumers attitudes and behaviours changed in real-time. They saw an increase in altruism but still a decrease in financial support.

➤ Collaboration Is key! This years' challenges were met with innovation. Not all successful – but all getting the charity closer to the end goal.

➤ Using certain campaign asks for a more engaging impact

COVID 19 ...It changed everything:

An overview of how the charity sector has been warped by COVID 19. The impact it has had on public sentiment, donating and supporter engagement with charity organisations.

➤ Shelter and Scope discuss the impact COVID had and continues to have on retail, fundraising and campaigns

➤ Discussed increased anxiety in supporters, how can charities use good news and hop to be mutually beneficial – Looking at economy and personal finance as one of the sources.

➤ Applying insights over the last 8 months and the results that followed

British Red Cross on Loneliness:

British Red Cross share a case study on the real experience of loneliness and the guided principles of supporter engagement

➤ Using a qualitative approach to analyse social conversations

➤ Charities should take action to thank the most engaging supporters – use a valued approach to comms this year

Final words from REaD Group

Charities have been hit hard this year – Averaging a 24% loss of fundraising revenue, with health charities in-particular being tipped over the edge. We are in no illusions that 2020 has not been a tough year for all. However -

“In the middle of every crisis, lies great opportunity”

- **Albert Einstein**

The ‘will to donate’ remained high in supporters and many of those not yet supporting charities donated for the first time. The opportunities were there but the next challenge for charities was utilising the few fundraising channels still available, and, setting the new goals to succeed. Understanding supporters has never been more essential, and this is where customer insight, segmentation and data analysis comes in to its own.

Understanding your supporters is key! Identifying which channels to engage with most, supporter spending patterns, shopping habits, on and offline behaviours and much more... Knowing when supporters are most likely to engage helps create targeted and timely campaigns to ensure a positive result. St Ann’s Hospice identified the opportunity to gain accurate customer insight early-on in the year. Launching an emergency appeal to an entire active database, they were able to segment groups of supporters to then target with more timely and personable communication than ever before. We saw the use of alternative gifting options in charity communications, exposing new group segmentations.

Knowing how to utilise your data, understand it and use it to engage with supports was an over arching theme. I was incredible to hear how many charities used the opportunities this year gave to gain a positive impact. It was also made clear that often sophisticated (and expensive!) tools are not necessarily the right way to go when trying to understand your supporters. The data is key!



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