

FIA

2022
SA FUNDRAISING
SHOWCASE



Making your data story a good one

**Keira
Blanchard**

Head of Information
Management

RSPCA South
Australia

**Tassy
Serradura**

Fundraising Manager

AWL South Australia

About Us

Tassy Serradura

- Bachelor of Media
- 8 years in fundraising
- 3 years of data management

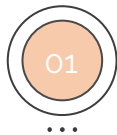


Keira Blanchard

- BSc (Hons) Physics with Astrophysics
- GCert Data Science
- GCert IT Management
- Data Analysis - 15 years experience
- Salesforce Certified Admin
- 6 years in non-profit



Key Topics



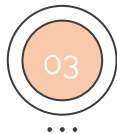
Pro-active vs re-active

Opportunities to look forward instead of back with your data



Hyper personalisation

How, why, when and when *not* to get personal with your donors



What you don't know

Why you need to consider the data you don't have



Trust your instincts

Ways to lean in to your 'gut feeling' as a fundraiser



Audience Survey

Where are you in your data journey?



Please scan the QR code

or

Go to www.slido.com and enter code **1824346**



FIA

2022
SA FUNDRAISING
SHOWCASE

Proactive vs Reactive

Opportunities to look forward instead of back with your data

- **Reactive:** data or analysis AFTER your campaign has ended
- **Proactive:** drives strategy and decision making BEFORE your campaign starts



Proactive vs Reactive

Reactive data

- Easy to design KPIs
- Cheap implementation
- Can validate strategic decisions

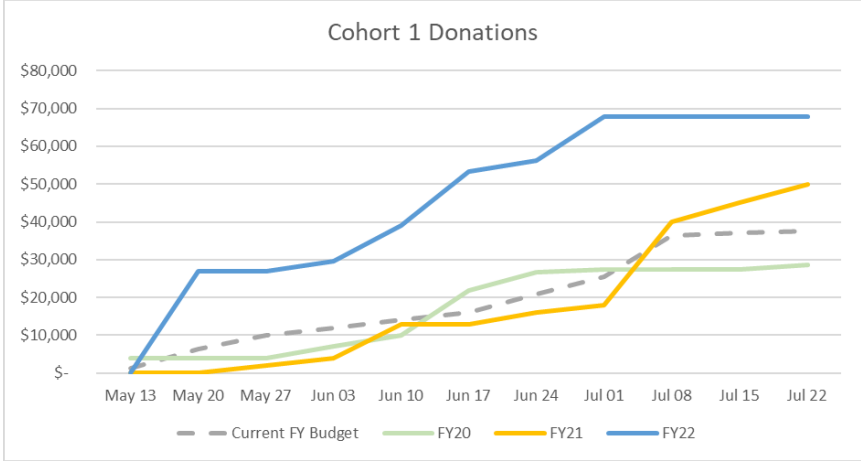
Proactive data

- Real time insights into changing trends
- Ability to shape campaign outcomes
- Data driven strategy and decision making



Proactive vs Reactive

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11+
Week ending	13/05/2022	20/05/2022	27/05/2022	3/06/2022	10/06/2022	17/06/2022	24/06/2022	1/07/2022	8/07/2022	15/07/2022	22/07/2022
Income (excl MG)											
Cumulative weekly budget											
Budget	\$ 4,241	\$ 21,708	\$ 34,212	\$ 41,362	\$ 49,274	\$ 55,904	\$ 72,238	\$ 88,550	\$ 126,080	\$ 128,315	\$ 130,000
Actual	\$ 5,049	\$ 18,224	\$ 32,632	\$ 41,128	\$ 49,742	\$ 68,365	\$ 86,726	\$ 128,836	\$ 130,738	\$ 131,510	\$ 137,264
Variance	\$ 808	-\$ 3,484	-\$ 1,580	-\$ 234	\$ 468	\$ 12,461	\$ 14,488	\$ 40,286	\$ 4,658	\$ 3,196	\$ 7,264
Total Budget % Achieved	119%	84%	95%	99%	101%	122%	120%	145%	104%	102%	106%
Cumulative weekly percentages %											
Budget	3%	17%	26%	32%	38%	43%	56%	68%	97%	99%	100%
Actual	4%	14%	25%	32%	38%	53%	67%	99%	101%	101%	106%
Variance	19%	-16%	-5%	-1%	1%	22%	20%	45%	4%	2%	6%



Proactive vs Reactive



Proactive vs Reactive

You need BOTH!

- Proactive data drives your strategy, and allows you to be agile (mitigating or even preventing issues before they occur)
- Reactive data will validate (ir disprove!) your data driven decisions and allow you to delve deeply into campaign metrics



FIA

2022
SA FUNDRAISING
SHOWCASE

Proactive vs Reactive

Incorporate a combined approach into your data strategy

- Make time for data brainstorming
- Know your data's journey
- Map key trends & track data that should spark proactive action



Proactive vs Reactive

Incorporate a combined approach into your data strategy

- Build a shared understanding of data
- Have a plan and process for data collection
- 'Compulsory' analytics



Audience Survey

Where are you in your data journey?

[Poll Results](#)

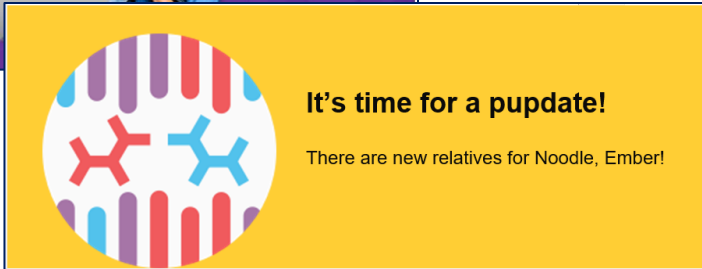
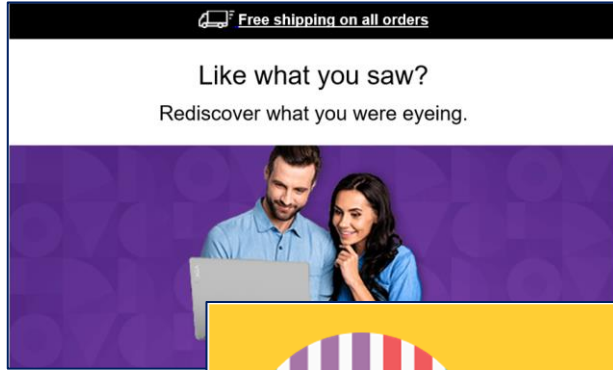


2022
SA FUNDRAISING
SHOWCASE

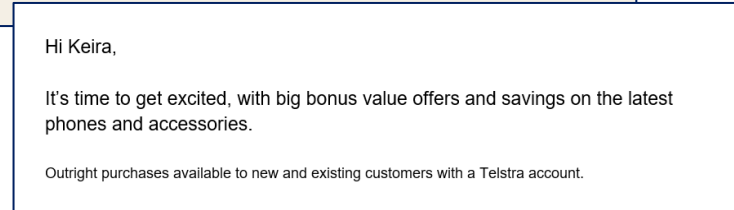
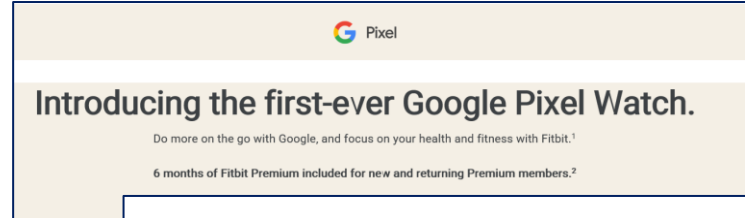
Hyper-Personalisation

How, why, when and when *not* to get personal with your donors

What it is:



What it isn't:



Hyper-Personalisation

- 80% of respondents to a survey indicated they are more likely to do business with a company if it offers personalized experiences
- 90% indicated that they find personalization appealing.
 - (Source 2017 survey by Epsilon: <https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>)
- Only 22% of consumers are willing to share their data to receive a more personalized experience
 - (Source 2015 Deloitte consumer review: <https://www2.deloitte.com/ch/en/pages/consumer-business/articles/made-to-order-the-rise-of-mass-personalisation.html>)



Audience Survey

When is personalised too personal?



Please scan the QR code

or

Go to www.slido.com and enter code **1824346**



FIA

2022
SA FUNDRAISING
SHOWCASE

Hyper-Personalisation

Planning

- What information do you need?
- Risk vs reward
- How can you capture it?
- How will you store it?
- How will it drive your supporter experience?



FIA

2022
SA FUNDRAISING
SHOWCASE

Hyper-Personalisation

Data Capture Strategies - Inference

INFERENCE:
Guess the best
answer based on
the information
that you already
know

Programs they have supported

Enquiries they have made

Actions they have taken



FIA

2022
SA FUNDRAISING
SHOWCASE

Hyper-Personalisation

Data Capture Strategies – Progressive Profiling

First Name

Last Name

Email

First Name (pre-filled)

Last Name (pre-filled)

Email (pre-filled)

Phone number

Areas of interest

First Name (pre-filled)

Last Name (pre-filled)

Email (pre-filled)

Date of Birth

Animal Welfare Concerns



Hyper-Personalisation

Data Capture Strategies – Surveys

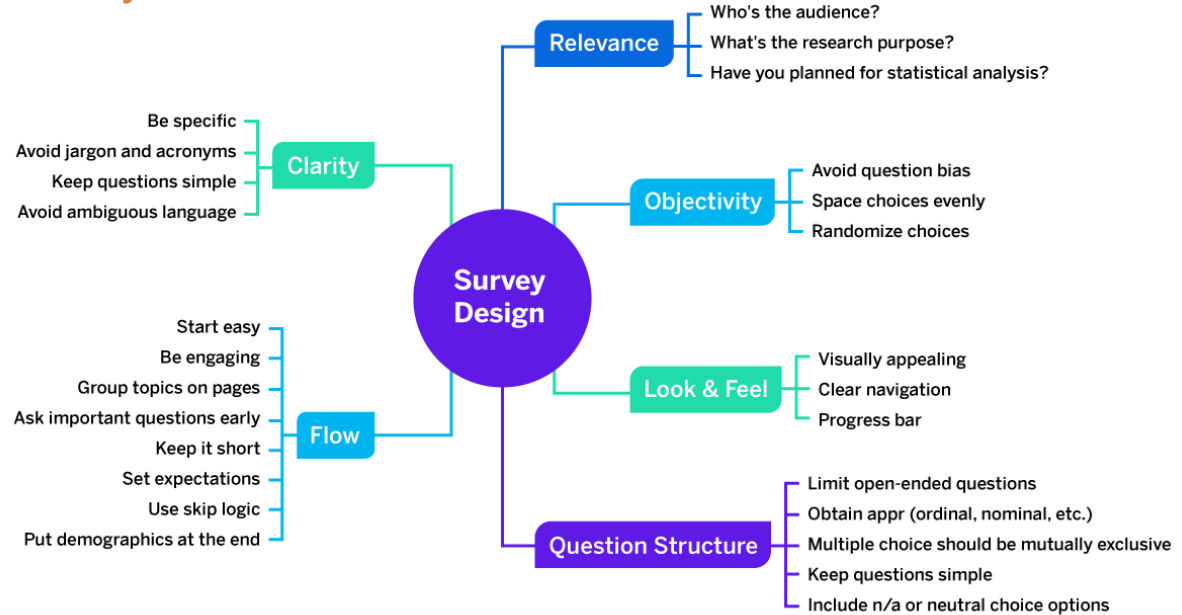


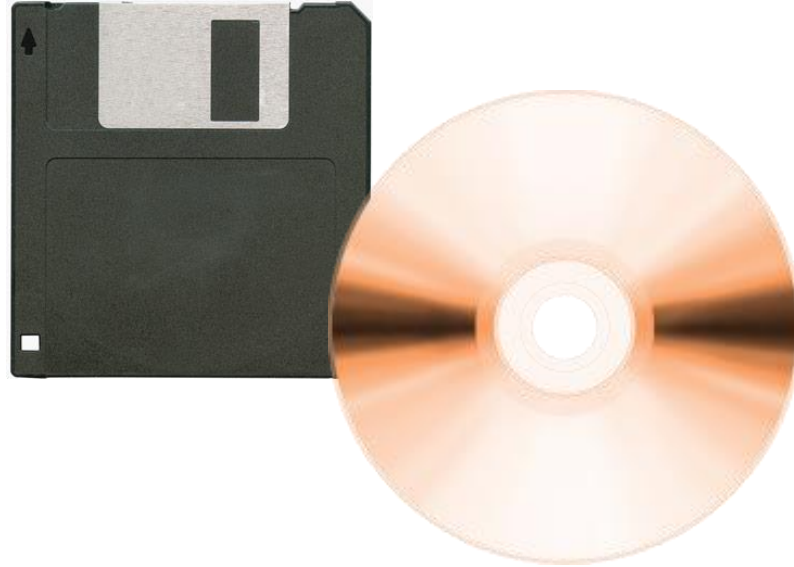
Image credit: <https://www.qualtrics.com/au/experience-management/research/survey-basics/>



Hyper-Personalisation

Storing Data

- Location
- Access
- Data Type
- Future Updates



Audience Survey

When is personalised too personal?

[Poll Results](#)



FIA

2022
SA FUNDRAISING
SHOWCASE

Hyper-Personalisation

Driving the Supporter Experience

- Send receipts or thanks specific to the campaign they've given to, celebrate their giving milestones, recognize anniversaries or other special occasions
- Tailor the communication they receive based on the ways they've supported you, the specific actions they've taken, and the areas of mission work they've expressed the most interest in
- Use active suppression as well as inclusion to ensure supporters are receiving the content that is relevant to them, and not receiving messaging that may not align with their interests



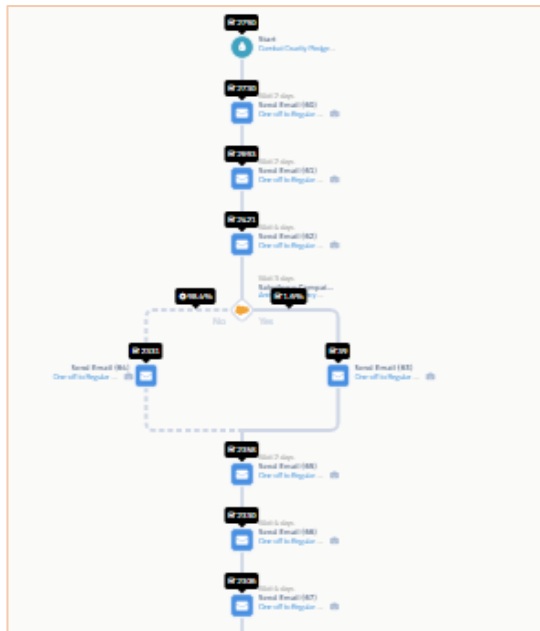
FIA

2022
SA FUNDRAISING
SHOWCASE

Hyper-Personalisation

How is this achieved without significant additional resource?

- Triggered communications
- Supporter journeys
- Dynamic content
- Segmentation (lists)



Hey {{Recipient.FirstName}} 🐾

Just one short year ago your dog had no idea what their future held. They were homeless, scared and dreaming of a loving home.

Then you came along.

Now your dog is so well-loved – and we know for sure that they've never looked back.

Happy first adoptaversary, {{Recipient.FirstName}} – we hope you and your fur-baby have had a fur-nomenal year!

Over the years at RSPCA South Australia, we've seen so many truly heart-warming tales of adoption, where animals rescued from all types of awful circumstances have been given a second chance at a happier life.

We love a feel-good adoption story.

So, of course, we'd love to know yours.

Why did you decide to adopt? Did your dog pick you? Did they do something special to catch your eye?

Let us know the details and your very own #happytail could soon feature on our social media and blog!

[TELL US YOUR STORY](#)

What you don't know

Why you need to consider the data you don't have

- The importance of “dark data”
(what you don't “know”)
- What is your data made up of?

[KK] : Knowledge Known Knowns	[KU] : Awareness Known Unknowns
[UK] : Bias Unknown Knowns	[UU] : Ignorance Unknown Unknowns



FIA

2022
SA FUNDRAISING
SHOWCASE

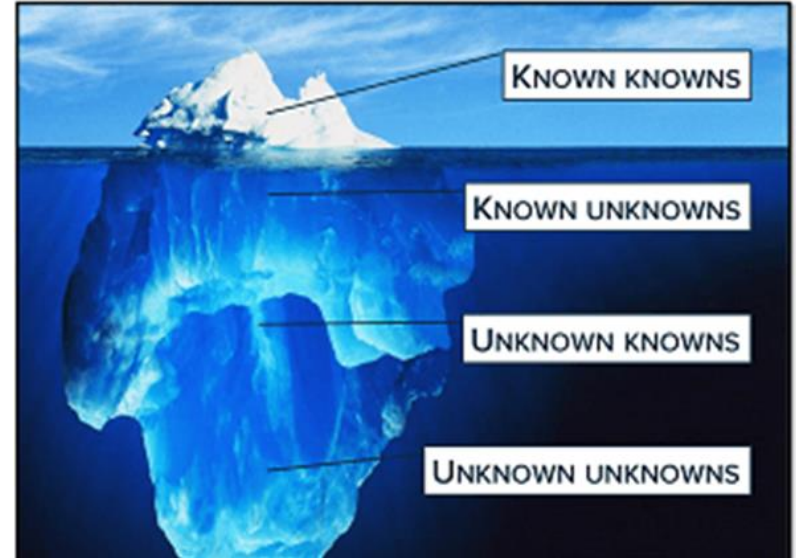
What you don't know

Known Knowns = Knowledge

- Information you are aware of and have evidence for

Known Unknowns = Awareness

- Data gaps that you are aware of



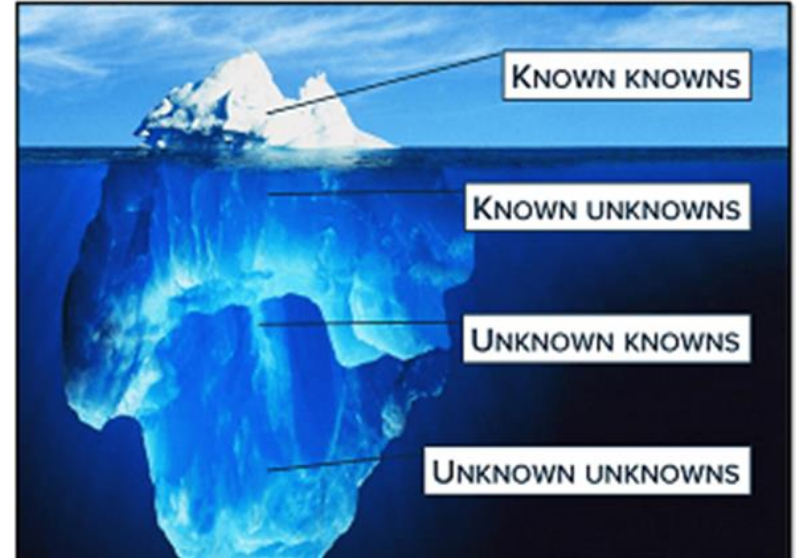
What you don't know

Unknown Knowns = Bias or Blind spot

- Untapped data that you're unaware you have
- OR data you THINK you know (but haven't verified)

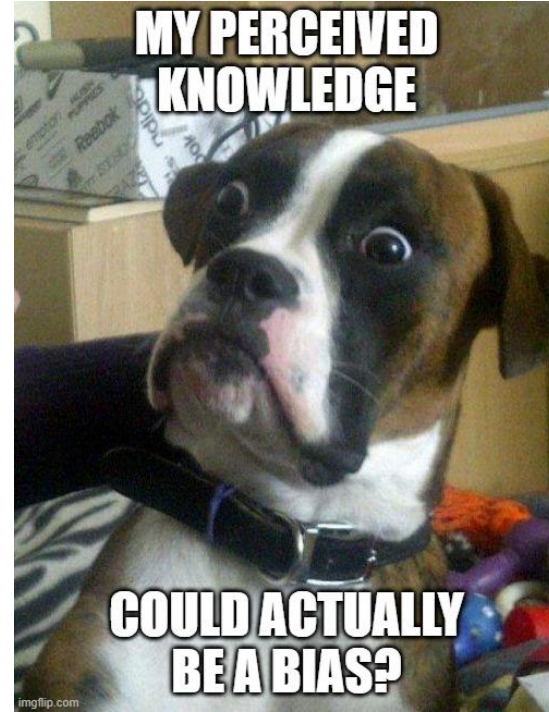
Unknown Unknowns = Ignorance

- Data gaps you aren't aware of



What you don't know

- “Known knows” are GREAT.....
or are they?



What you don't know

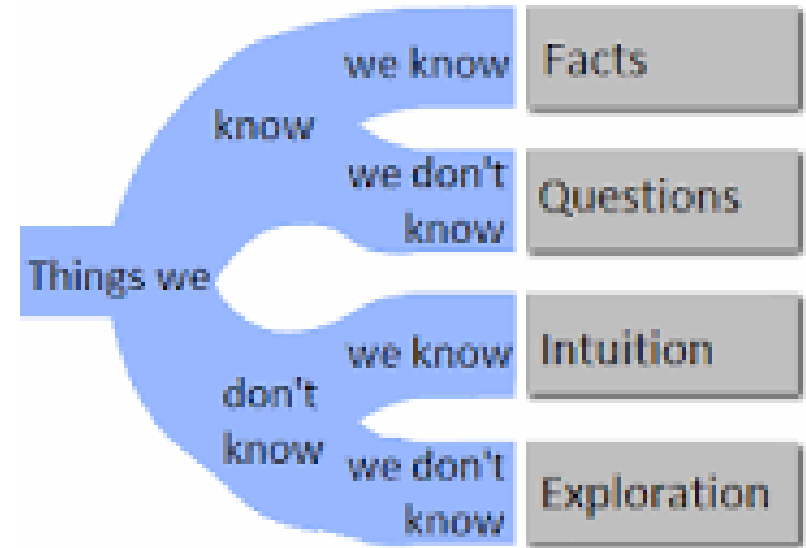
- Validate your hypothesis
- Standardise your data collection
- Ask questions & talk to others
- Understand your knowledge gaps

[KK] : Knowledge Known Knowns	[KU] : Awareness Known Unknowns
[UK] : Bias Unknown Knowns	[UU] : Ignorance Unknown Unknowns

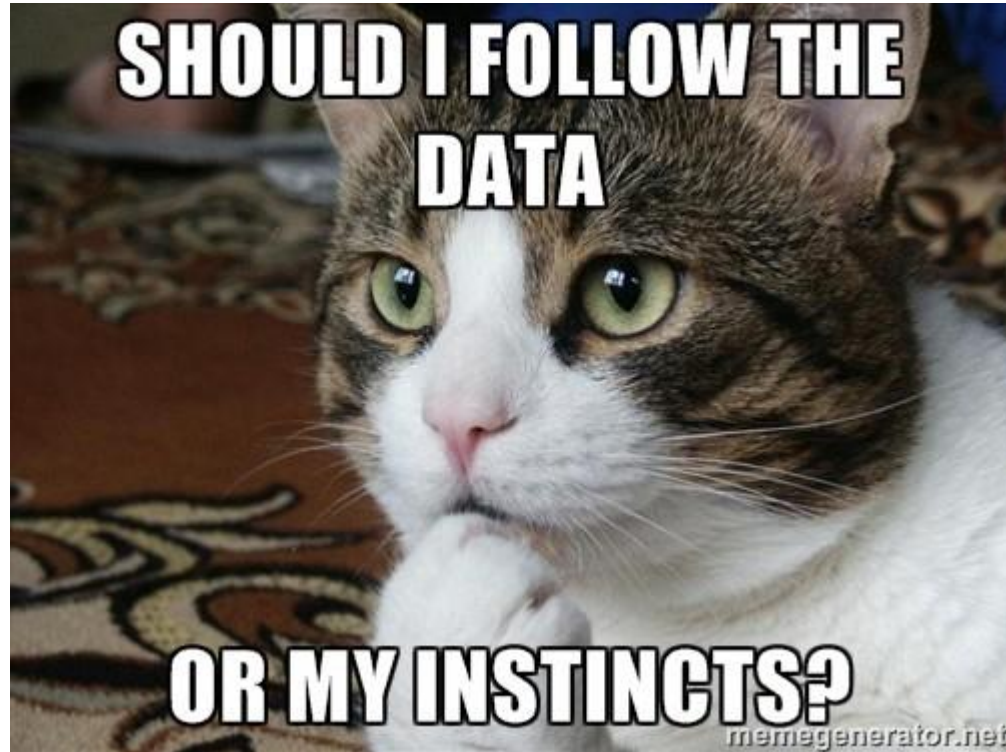


What you don't know

- Test for implicit assumptions
- Breakdown your unknown unknowns
- Avoid stacking assumptions
- Validate findings for YOUR data



Trust your instincts



FIA

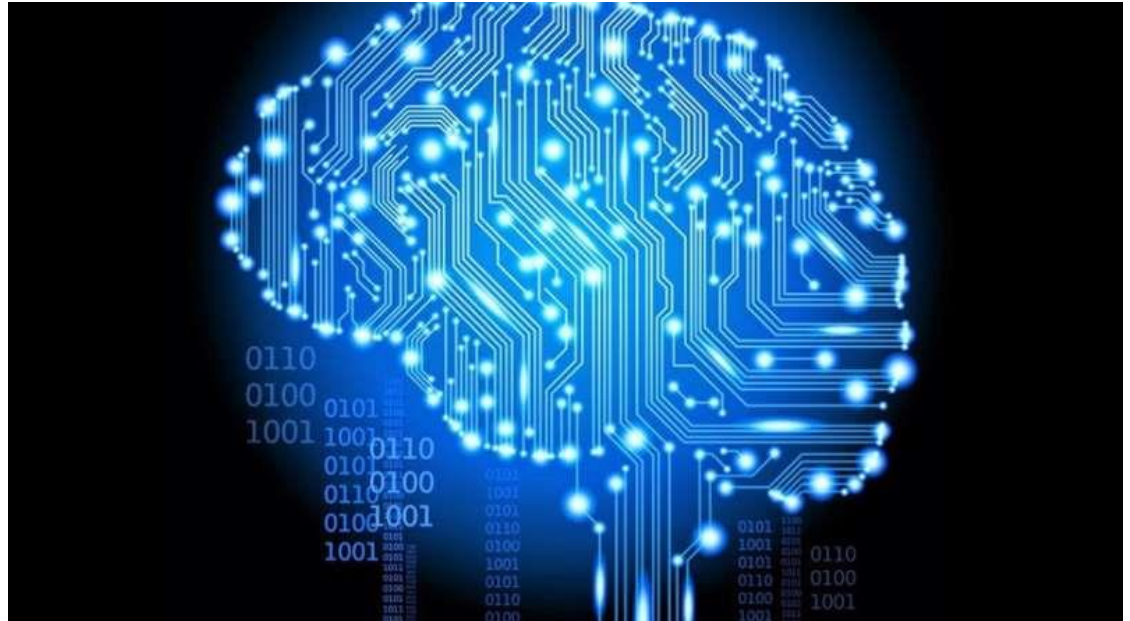
2022
SA FUNDRAISING
SHOWCASE

Trust your instincts

Ways to lean in to your 'gut feeling' as a fundraiser

Your brain is a supercomputer

- The human brain processes approximately 11 million bits of information every second.
- 40-50 bits of this are handled by the conscious mind.



Source: P. Agarwal, Sway: Unravelling Unconscious Bias, Bloomsbury Sigma, 2020.



Trust your instincts

Be aware of your biases

- Our internal data processing is performed by a machine that has biases, which have been subconsciously developed over decades of personal experiences



Source: P. Agarwal, Sway: Unravelling Unconscious Bias, Bloomsbury Sigma, 2020.



Trust your instincts

Test your hypotheses

- What is it you want to test?
- How will you capture the data?
- How will you measure it?
- What does "good" look like

Determine all of these elements up-front - confirmation bias is likely to influence your analysis if you wait until the test is completed before deciding how to analyse the outcome



FIA

2022
SA FUNDRAISING
SHOWCASE

Summary

Key takeaways

- Plan your data use and collect what you need accordingly
- Identify lead indicators and make them highly visible to drive proactive behaviour
- Take every opportunity to recognise your supporters as individuals - identify how your data can make this possible
- Remember that the data you don't have may be influencing your results as much as the data that you do have
- Listen to your gut feel, but let the data guide your next steps

