10 Ways to Win with Data-driven Fundraising

Take your fundraising further with a system that 'connects the dots' with donor data

toucantech

Why you should read this resource

Sometimes, we could all be inspired by a spot of revision on our specialist subject, and a peek at what our peers are up to.

This *10 Ways to Win with Data-driven Fundraising* guide brings together an array of fundraising resources, general guidance on communicating with prospects, and tips on how to use data to engage them, and persuade them to take action.

Most fundraisers will be using demographic targeting (such as age, gender, location) as standard in their donor outreach, but many could be layering behavioural data on top of that. This means adding information about donor behaviour, such as email engagement, event attendance or even activity in private forums, to create new filters and segments.

> *It means connecting your donor records, past and present, with your comms, database and community.*

We believe that data should be fuelling your fundraising activity, which is why we're sharing 10 quick wins to show you that it's not as complicated as it sounds.

Read on for top tips, best practice guidance and forward-thinking case studies to help you take your fundraising further.

> *"ToucanTech made sense for a small advancement office, it covers our alumni engagement needs as well as core requirements for a budding philanthropic program. The integrated email engine and events module has covered off all our needs in a smart, easy to use, all-in-one software system."*
>
> **Oxford Falls Grammar School**

1. Use past data to shape your strategy & drive new engagement

Email, events, content and clicks; your organisation is sitting on a wealth of donor data that could help you approach more prospective donors in a relevant way.

Assessing past fundraising efforts by looking at this type of data will show you whether you could be connecting with prospects who are more engaged with your organisation than you realised.

Current donors and would-be donors are likely to be opening and clicking through emails from you, reading content about your community, and signing up to events about causes they care about.

When you are able to connect the dots between these actions, you will begin to build a picture of where your donors tend to come from, and how they engage. This creates an indication of who is more likely to donate in future from your pool of prospects, and gives you the opportunity to focus on the most engaged individuals.

Webinars to watch: Carrying out a Development Audit & 100 Days to organise your donor data

2. Send more targeted fundraising emails

Fundraising strategies have changed dramatically as donors have come to expect a hyper-personalised approach. Receiving emails addressed that include your 'first name' don't delight in the way they once did; people are getting wise to personalisation, and many expect it.

Understanding your donors' behaviour allows you to segment your audience and provide relevant content that has a positive impact on your fundraising progress. Don't forget to make use of this data when sending emails: delivering a more tailored experience to donors and prospects can make all the difference.

Webinars to watch: Sending Stellar Email Newsletters
Resource: Guide to email marketing

Did you know that if you tag your donors every time they attend events, you can contact 'all events attendees' at once, about your annual conference

3. Build a digital community that cares

Building a digital community helps supporters and volunteers to feel part of a wider mission. They can seek advice, share experiences and build a network with other community members that will help to bring your cause to life.

By connecting your supporters, donors and volunteers in one place, you are facilitating conversations and shared actions that could have a knock-on effect on giving. Automatic notifications alert community members about activity and encourage engagement.

"Creating a digital community is a must to connect supporters in this age of virtual fundraising."

Rachel Hadley-Leonard
Independent Fundraising Consultant

4. Practice good stewardship in return for support

Practicing good stewardship in the era of digital fundraising might look different, but the principle remains the same: leaving an impact on your donors is essential to retaining their support long term.

By automating parts of your stewardship, you can save on time and resources while retaining support and providing an engaging experience for your donors. Whether you are automating birthday emails, or sending out mass event invites, digital stewardship is an essential in 2020 fundraising.

Webinars to watch: Engaging with Vulnerable People & Thanking Donors from Day One

"This is a fantastic way to communicate with our alumni and it definitely filled a hole in our communication with this target market. I have no experience administering a website so was a little daunted at first. However, the training we received was effective and practical. After being shown the features of the site I found it was set up in a logical way that was easy to understand and use. Adding content and news items is very simple and they look great when published. I also like the flexibility of the design hub which gives me the ability to change the design to suit our corporate branding. The integration of our database was managed by the Toucan Tech support team and our IT department and and was fairly seamless and easy. After the data transfer we were able to send mass email communications to our alumni very easily. The design of the emails is customizable and they look very professional. I also like that we can share our stories straight from the site to our socials."
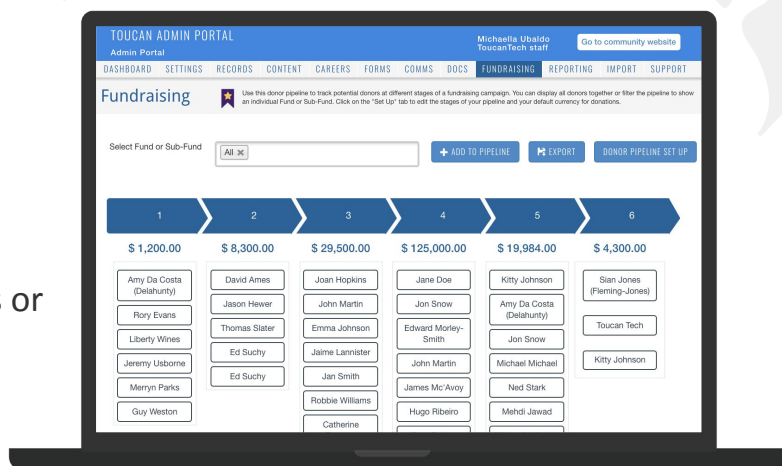
Alana Macallister
Community Engagement & Alumni Coordinator
Arden Anglican School

5. Use a donor pipeline to fuel your everyday fundraising

Donor pipeline management isn't just for Christmas. However, some advancement offices only work in this way during bigger, annual campaigns, and many are still using sales software, which wasn't built for fundraising.

Whether you're working with major donors or regular-giving at scale, a donor pipeline is a crucial tool to help you visualise various conversations, log activity and contact preferences, and track gift totals.

Pipeline management software that's connected to your donor database and comms system provides a fool-proof way to track 'next steps' and facilitate forecasting.

6. Create beautiful online campaign pages on-demand

Fundraising campaigns can range from targeted asks, all the way to national audiences. Being able to build bespoke, branded campaign hubs and giving pages in-house, using a simple CMS, is a brilliant way of boosting momentum for your campaign peaks.

Creating specific 'landing pages' means you are free to separate the message, content and donation-mechanic for certain audience segments, and allows you to give a tailored digital experience to would-be donors.

Running campaigns using bespoke pages also makes tracking and reporting really simple.

"My charity relies on an efficient database and website to manage our fundraising events, email newsletters and admin processes - we switched to ToucanTech and have found the system so easy to use with phenomenal support from their expert data and training team"

Beit Halochem

Webinar to watch: Quick Wins for Non-Designers

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CRM - COMMS - COMMUNITY

7. Showcase the impact of your fundraising through news stories and blog content

In most cases, storytelling is where it starts… but the chapter shouldn't close with the donation. Keeping donors up-to-date about the positive effects they have driven is the most powerful way to maintain engagement with the cause at hand, and secure future giving.

Sharing stories online via articles on your website or social channels, or directly with your network via email, becomes much more intuitive when your website content is connected to your email system and can be pulled into email newsletter templates automatically.

Feel-good stories are a key tactic in nurturing your relationships with donors between campaigns. Seeing the impact that donations have helps to encourage donors to keep giving, and reinforces the positive feelings that donors associate with the act.

ASK → SHOW → ASK

Resource: Creating compelling online news

8. Thank your donors with a personalised touch

80% of first time donors would consider donating again if they were thanked in a meaningful way.* Thanking your donors shouldn't be a back-of-the-mind task, but one that is central to your fundraising strategy.

The importance of this step can't be overstated, so don't delay: thank your donors today!

Webinar to watch: Thanking Your Donors from Day One

"I wouldn't be able to do my job without ToucanTech - I use the system to send newsletters, track all activities with alumni, capture data through forms, publish news, photos and competitions. I've seen the software evolve over time and love that ToucanTech listen to feedback and provide fantastic webinars, support and ideas sharing amongst their customers. It's a fantastic communications and database tool for any higher education institute."

Institute of Development Studies

institute of development studies
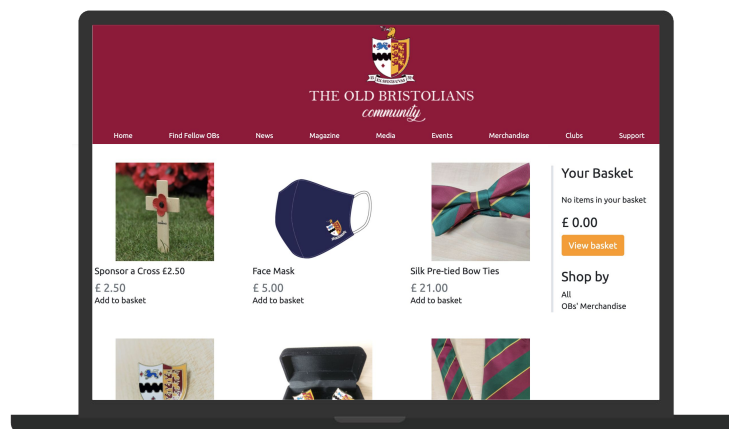
*Burk Donor Survey, 2013

9. Offer careers support, mentoring or business promotion to your supporters to help

Depending on the demographic of your supporters you could consider offering them professional networking opportunities - such as careers mentoring, an online portal to connect with others in your sector, or a business directory to help them promote their companies. This type of 'added value' will build a stronger connection to your donors and works particularly well for educational institutions or community charities.

Resource: [Encourage business networking in your community](#)

10. Set up an online store to raise funds from branded merchandise or gifts in kind

Setting up an online store is a quick way to generate extra funds for your cause, and integrating this with your online community platform gives you a ready-made audience that you know are already willing to support your organisation.

Branded merchandise gives your supporters the chance to show off their connection to your company, cause or community, and you gain some free advertising, too!

Resource: [Income generation, thinking outside the box](#) & [Advertising and sponsorship guide for your community website](#)

If you're interested in finding out more about a connected CRM, comms system and community portal, talk to ToucanTech

We're always looking for ways to help fundraisers and community managers reach their goals faster.

The all-in-one ToucanTech software means the tools you need are all together, in one simple system.

- **Click here to visit our website**
- **Click here to send us an email**
- **Click here to book a demo**

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