



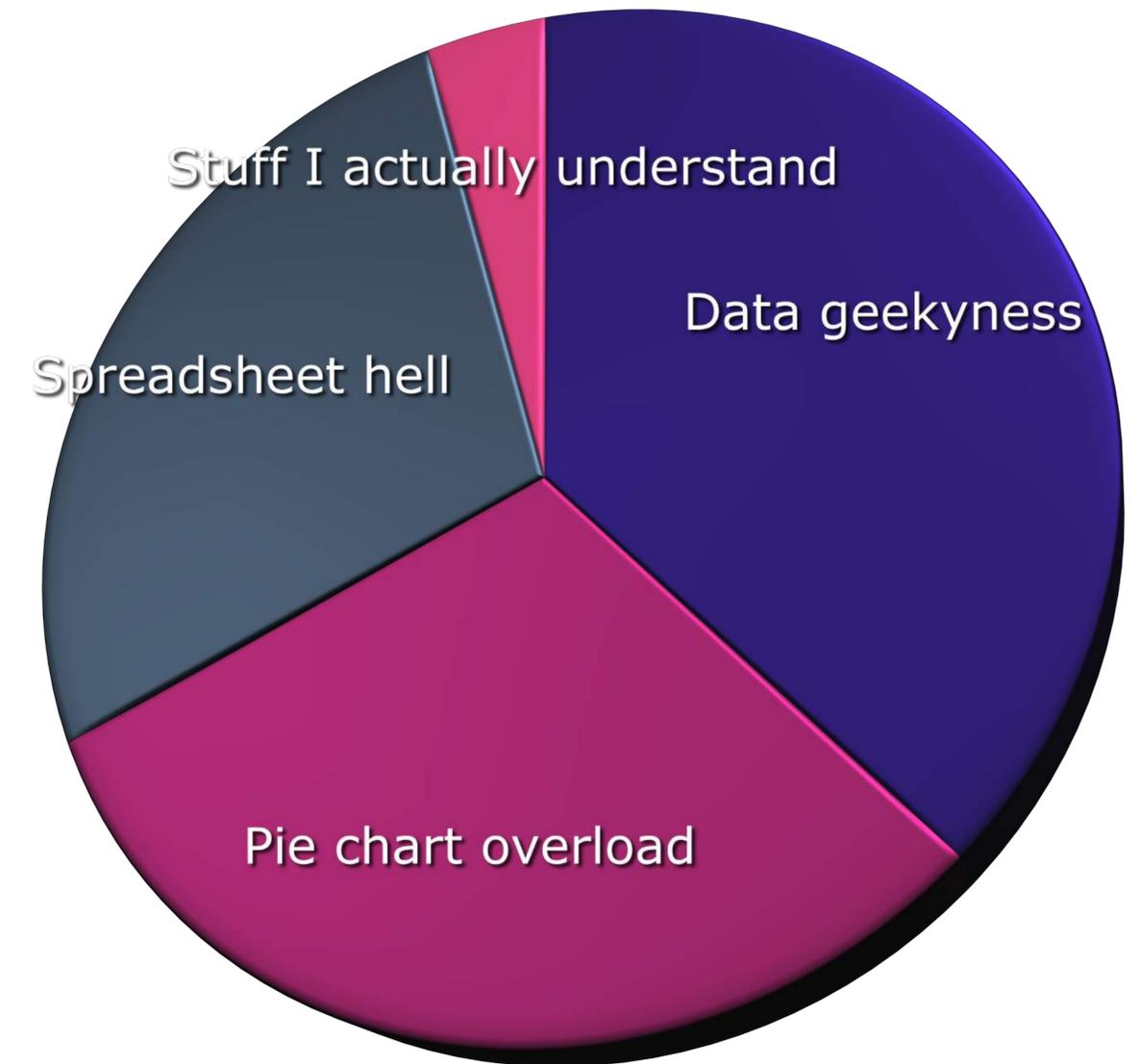
INSIGHT-FUL

INSIGHT-INNOVATION-IMPACT

What is insight?

- **Insight** seems to be the new buzz word in the charity sector.
 - But what actually is it?
 - How can you use it?
 - And is it all just about pie charts and geeky data stuff?

This introduction to insight in the charity sector is designed to help demystify it and make it something useful that every charity can benefit from.



What would your events look like...

If you **actually** found out that your donors all looked like this?



- That they were:
- Over 75 years old
- Living on their own
- On the basic state pension
- Enjoy socialising at bingo
- Liked doing crosswords

Would you still mail them about skydives?

- ***Insight*** is ***learning*** about your supporters, the market place and your competitors to allow you to make sensible business decisions based on ***evidence not hunches.***



What do you want to know about your donors?

- If you could ask any question to your donors what would you ask?
 - Their age?
 - Their income?
 - Their family makeup?
 - What fundraising appeals they like best?
 - Where they live?
 - What newspapers they read?
 - What they do in their spare time?
 - Which other charities they support?
- ***This is the starting point for your insight.*** Think about the questions you need answering in order to build a picture of your donors, supporters and target audience.

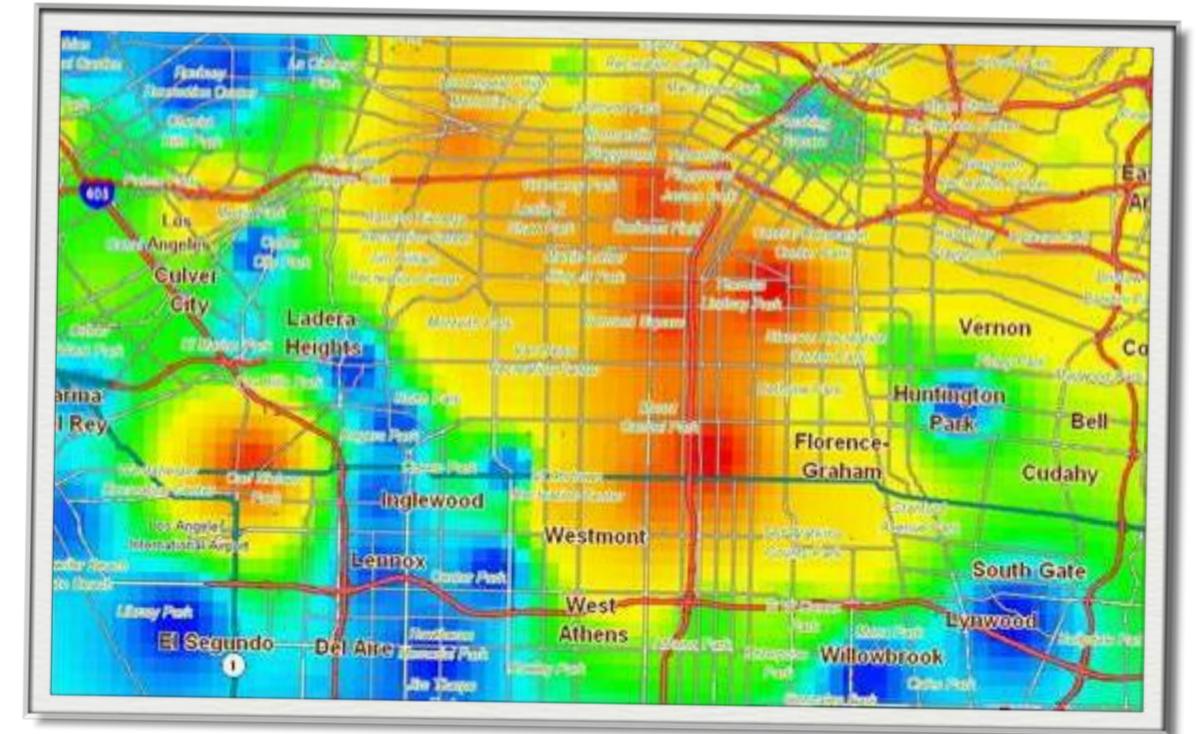
Why should I do this?

- **Insight** allows you to use your resources in the most efficient way to maximise your results

Imagine a police force planning where it should deploy its officers in order to have the most impact in reducing crime.

By plotting incidents of recorded crime onto a map they can easily see the hotspots of crime and can deploy their officers accordingly.

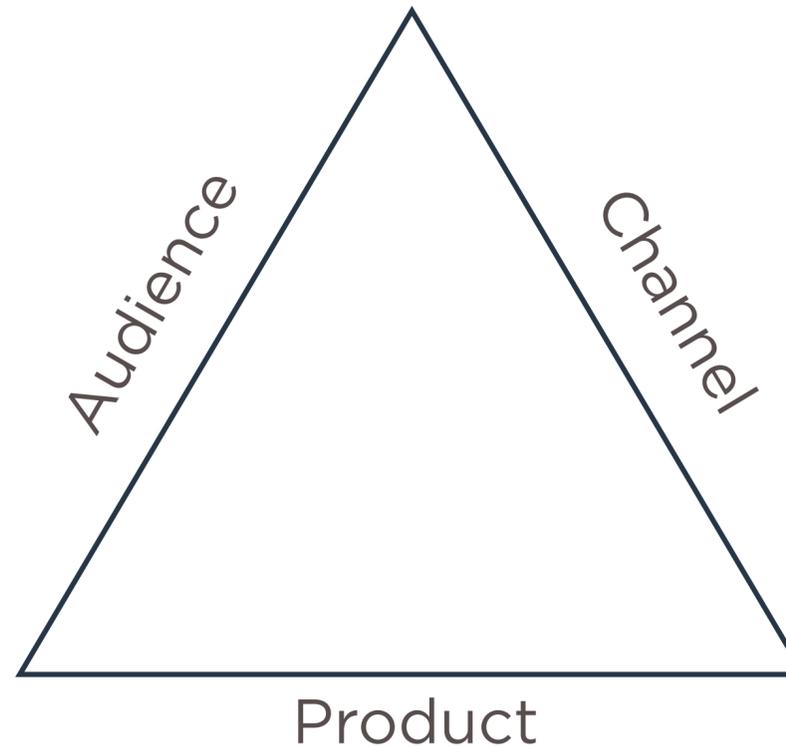
Fundraisers can use similar techniques to identify hotspots within their supporter database; those who may be more likely to give large cash gifts or take part in an event for example.



Insight will help you target your fundraising better

- These three factors can help you create fundraising products that your audience want and target them through the most effective marketing channel

Understand who your audience are, what they look like, what they like about your charity

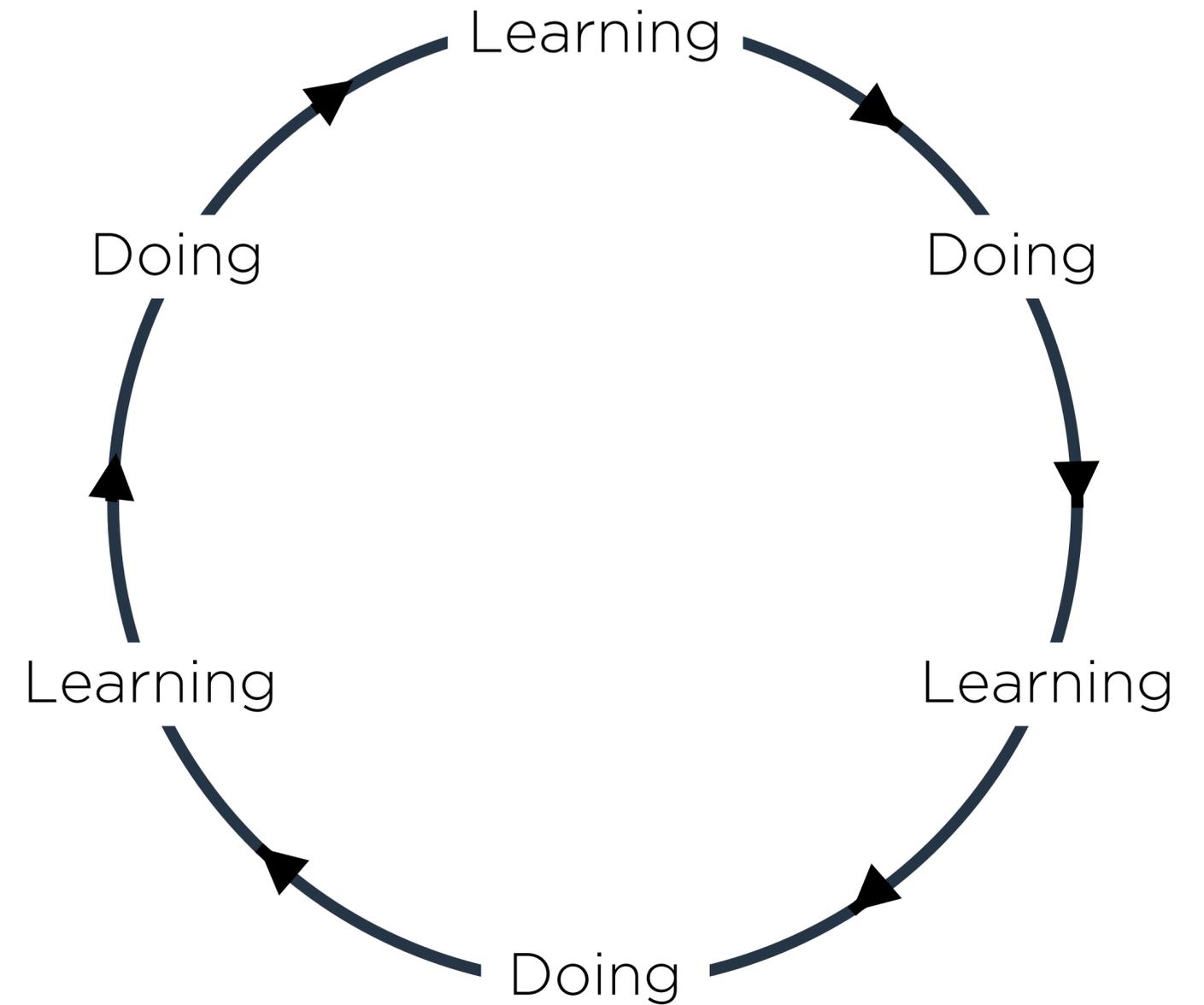


Understanding your audience will reveal the best ways to communicate with them

With a clear understanding of your audience you can develop products with them in mind

It's a process of learning and doing...

- ...and learning and doing and...
- **Insight** allows you to learn what has worked in the past and make predictions about what will work in the future.
- Doing it will then test that theory.
- You then learn from that and the cycle continues, with the insight getting better and better.



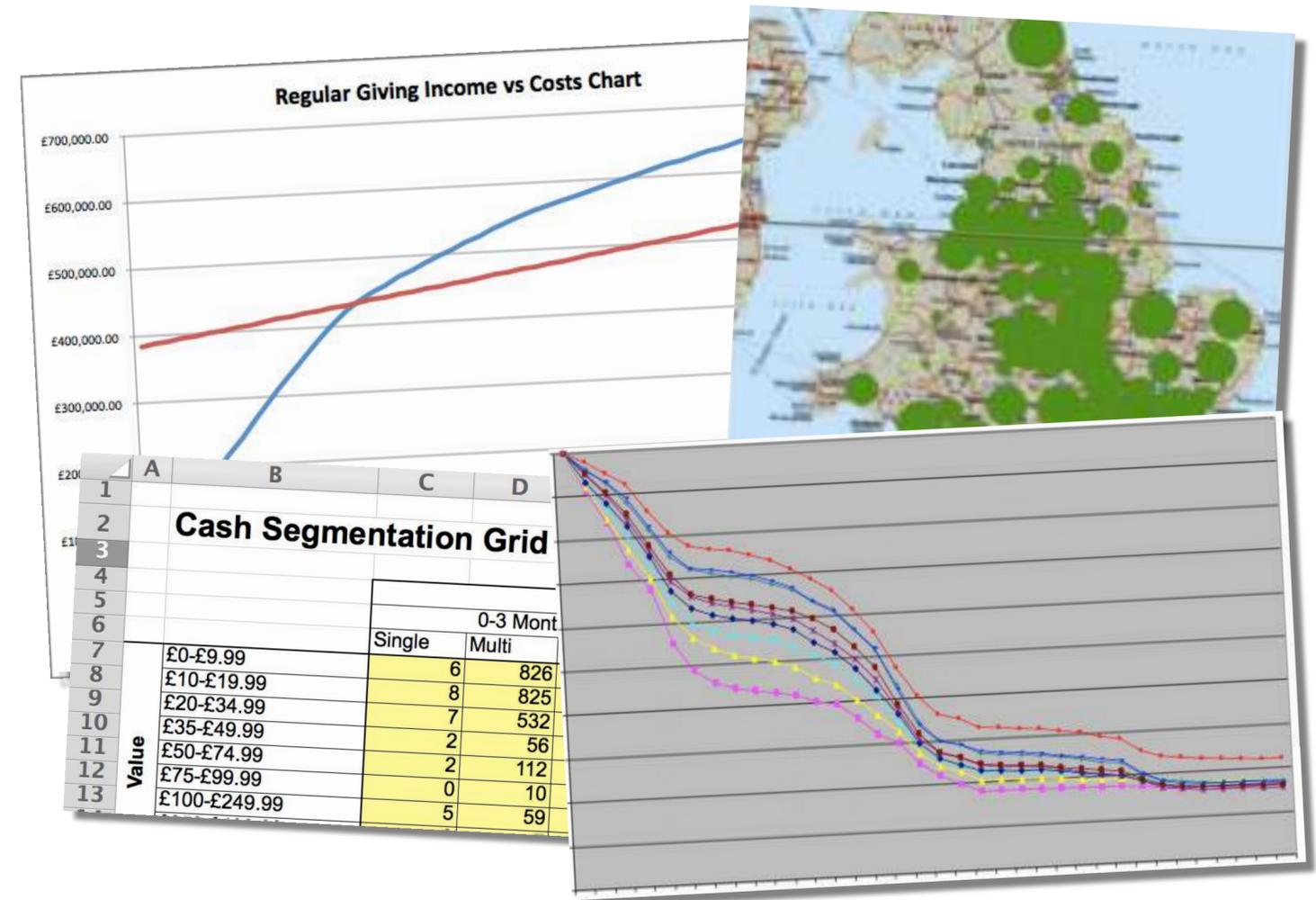
How do you do it?

- **Insight** can be gleaned from a mix of qualitative and quantitative research

Segmentation, data analysis, propensity modelling, data mapping



Focus groups, chats over a cup of tea, questionnaires, SMS surveys

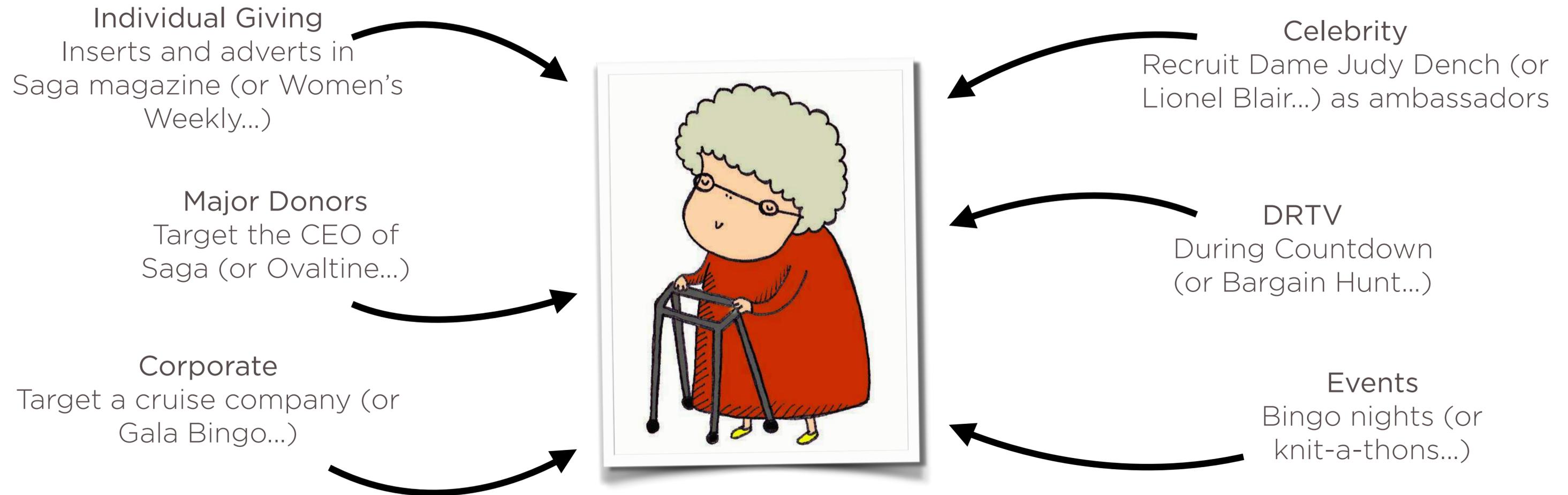


What should you look at?

- Your **insight** should look outwards, inwards and across your organisation
 - **Outwards**
 - Insight should allow you to look at the market place, your competitors and all external factors that influence your organisation and your donors.
 - **Inwards**
 - Insight should enable you to look at your supporters and really understand their motivations and their lifestyle.
 - **Across**
 - You should look across your organisation to understand what it is that your charity does that you could package up into fundable packages and that your supporters will be interested in.

Insight *links* fundraising teams together

- You can create really effective ***cross team*** fundraising strategies
- If, for example, your insight had revealed that your audience are elderly ladies, then each ***fundraising team's plans can align*** to target this audience group...



What information is out there?

You have lots of information already about your supporters, but there is also external information you can use



Wealth Indicators
Great for HNW prospecting



Products purchased
Helps you to understand what your supporters do outside of your organisation



Property Ownership
Useful insight for Legacies



Newspaper readership
Aids fundraising targeting



Giving Behaviour
Allows you to segment donors by recency, frequency and value

Age
Ensures you don't promote skydives to 90 year olds



Imagine if you built a picture like this about your donors!

What would you do with it?



Some examples of what good insight can achieve?

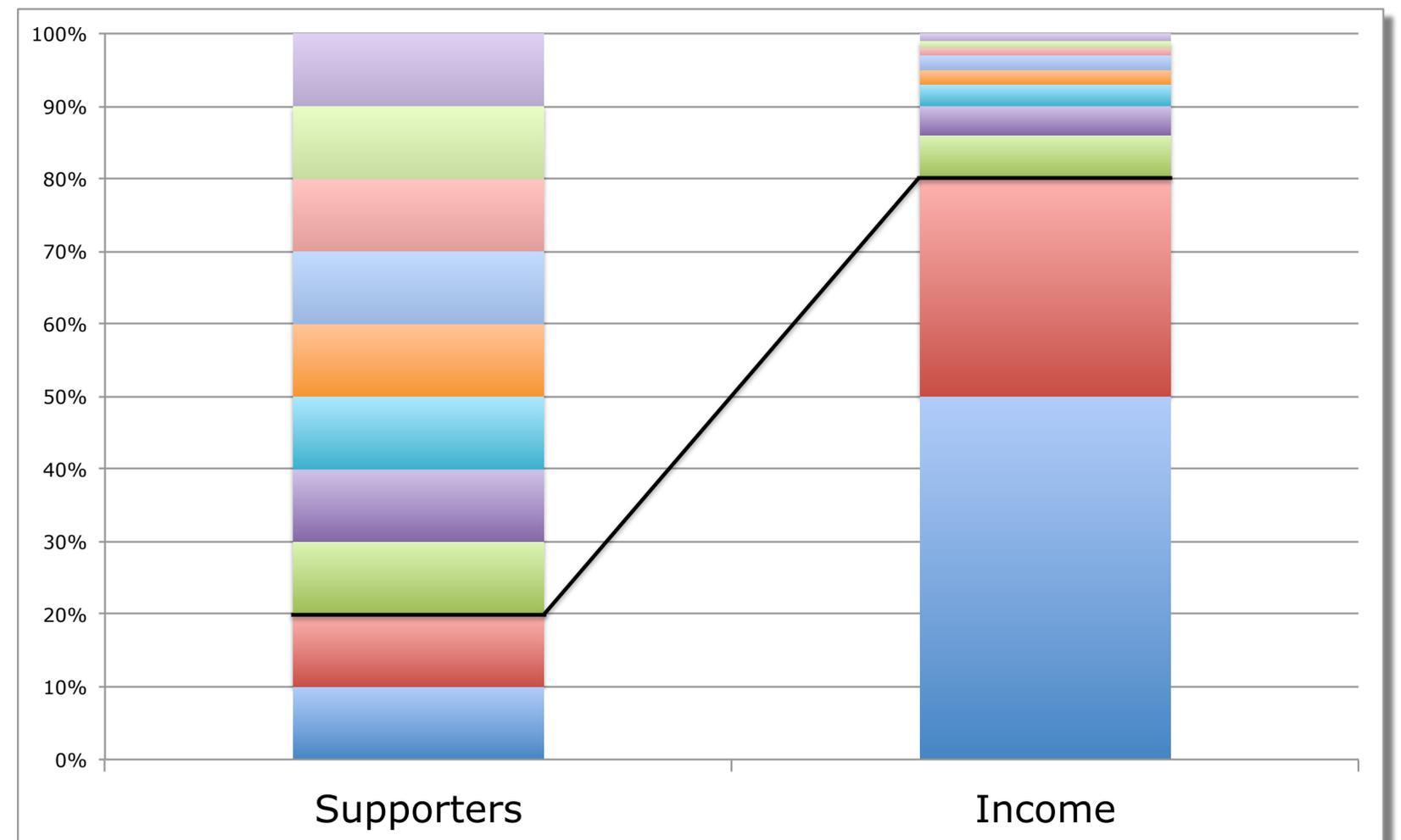
This scenario is an example of how **insight** can lead to **increased profits on a direct mailing appeal**.

Volume mailed - 100,000
Total cost - £50,000
Number responded - 5,000
Income - £100,000
Profit - £50,000

It looks like a fairly good appeal.

But what if on closer inspection we found that 80% of the income had come from only 20% of the supporters.

This is called Pareto efficiency and is very common.



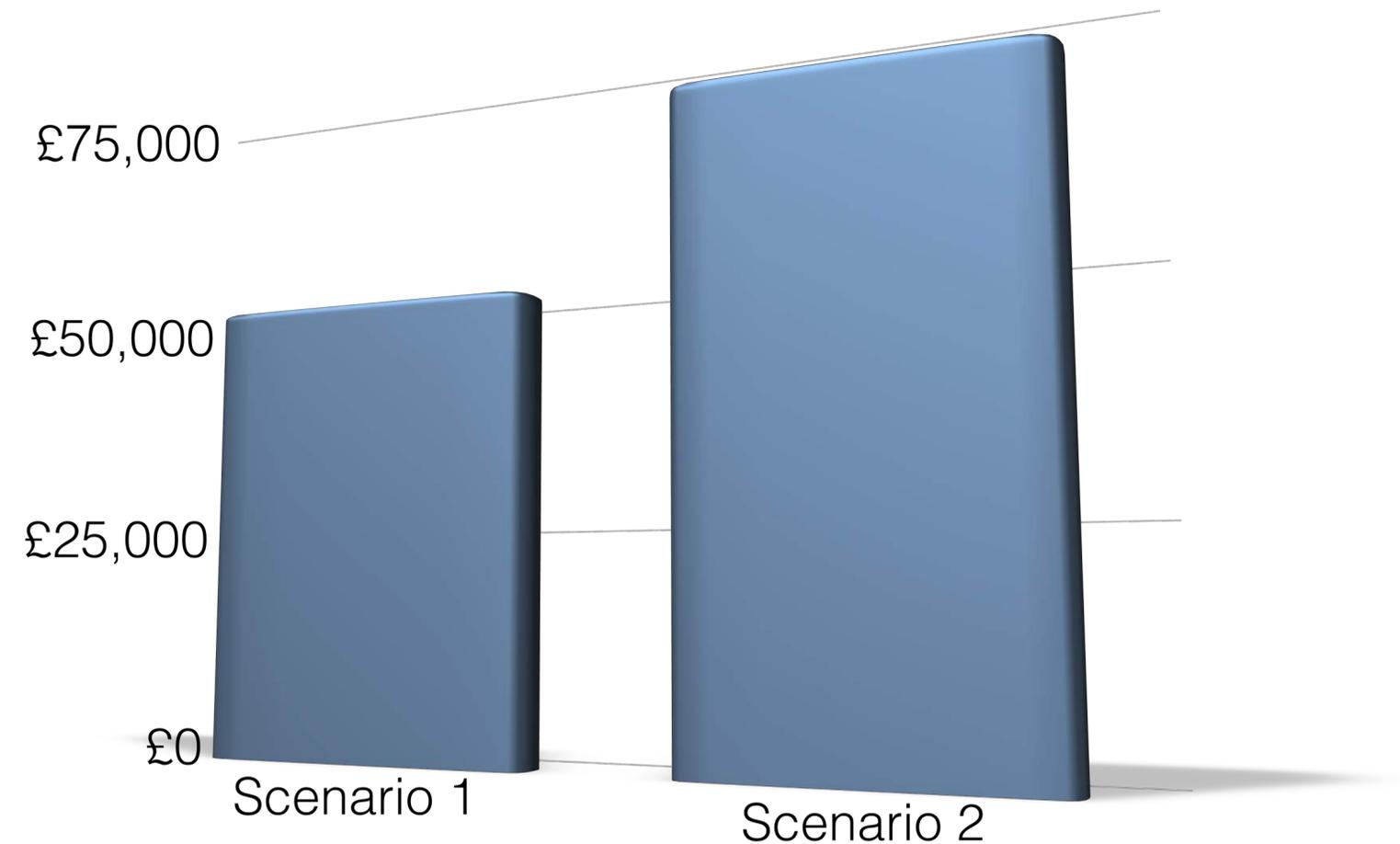
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Data insight can predict which donors are most likely to respond to an appeal.

If this appeal had only been sent to the 20% of the supporters who donated 80% of the income the costs would have been slashed from £50,000 to £10,000 and the profit would have risen by £20,000.



Some examples of what good insight can achieve?

In this example **insight** led to a community fundraising team holding their events in specific locations in the UK

This charity wanted to:

Hold a series of community fundraising events around the UK.

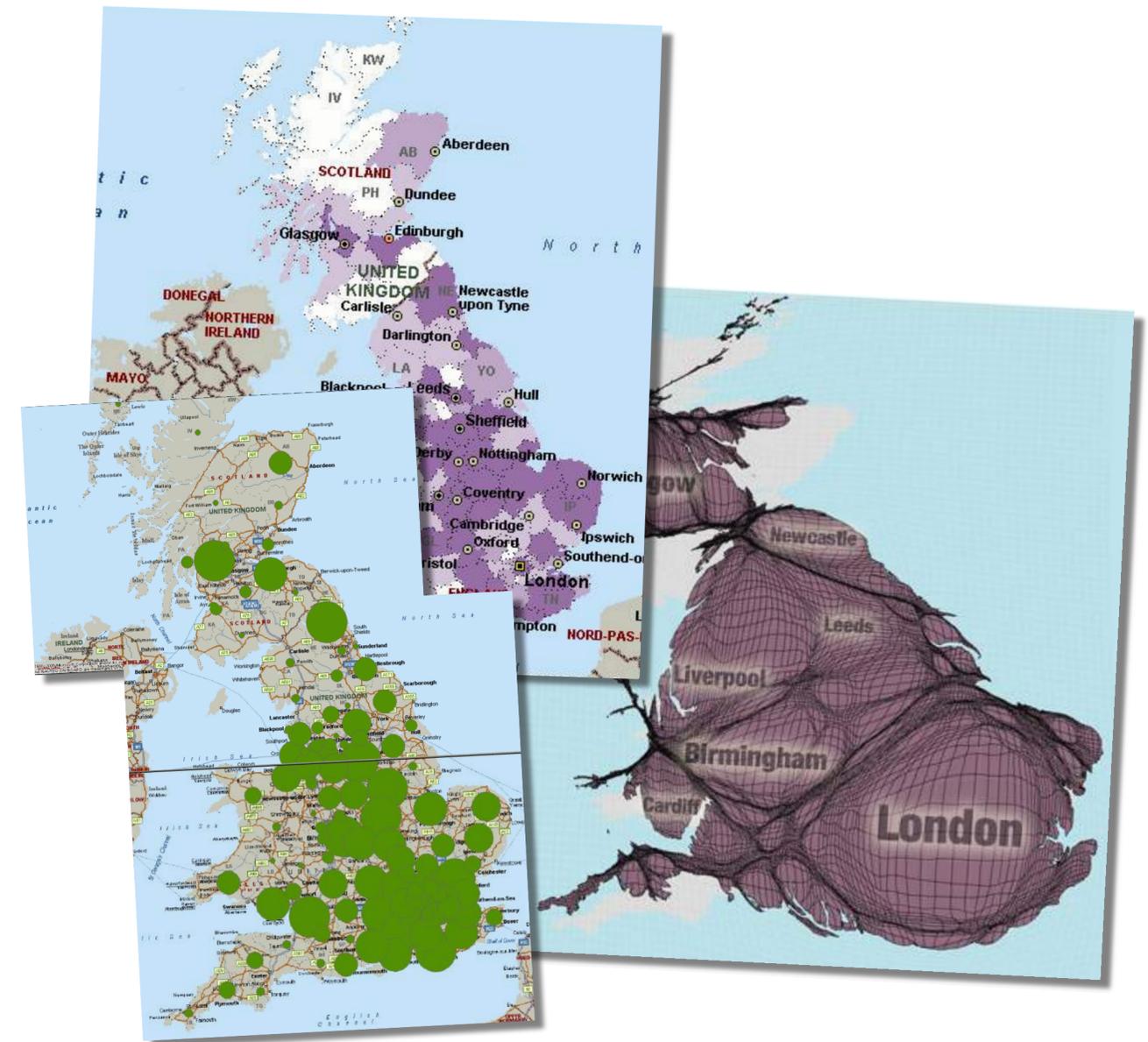
Target retired wealthy professionals.

As they were holding a reasonably expensive fundraising event, they wanted to ensure that the events attracted the right clientele.

So they used a series of data maps to identify the key areas in the country where these people lived.

They looked at the geographical distribution of retirees with income above £30k who worked in managerial positions.

Events were held close to these populations.



Some examples of what good insight can achieve?

In this example **insight** led to a **charity legacy fundraising team holding their events where their prospects actually were.**

This charity was launching a series of legacy days introducing legacies to their supporters, to be held at the charity's projects.

By socio-demographically profiling their supporter base they were able to find those supporters who:

- Were highly likely to be of the right age to be (re)writing their wills
- Own property outright
- Display other indicators likely to highlight a legacy prospect.

They plotted these supporters onto a map and invited those supporters within short drive times of the charity's projects to attend.

With a receptive audience in the right place, pledge rates from these groups was close to 50% on the day.



How can Insight-ful help?

- Insight-ful offers charities, not-for-profits and commercial clients, fundraising and marketing consultancy.
- We specialise in providing tools to aid Insight, Innovation & Impact measuring, ensuring that decisions are based on evidence not hunches.
- Insight should be accessible and useful for all. We provide research and practical tools to uncover insights into your audiences and turn that into tailored fundraising products that deliver.

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We look forward to any questions you may have

