Data is Your Most Valuable Asset
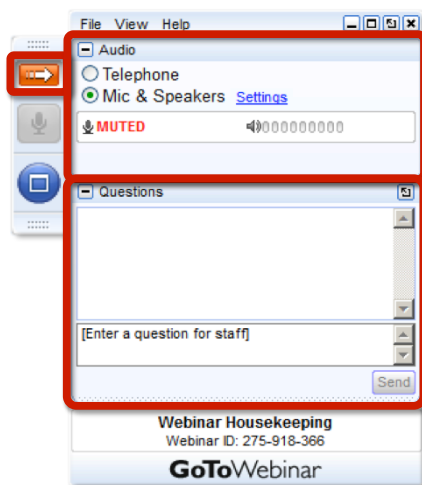

If you Need to Dial In:

U.S.:   213-929-4212

Attendee Pin: 733 657 692#

OR Use Monitor or Laptop Speakers

Housekeeping: GoToWebinar

Your Participation

Open and hide your control panel

Join audio:
- Choose "Mic & Speakers" to use VoIP
- Choose "Telephone" and dial using the information provided

Submit questions and comments via the Questions panel

Welcome to our Newest Members

Your Monthly Coaching Call

10 am Central

March 25

April 29

Reserve your "seat" with Cara:
Support@IgnitedFundraising.com

Fire Starters

March 9, 2016 post

Mike LoPresti, Co-Founder
TouchPoints

Focus on Women Donors (Please!)

by Lori Jacobwith | Mar 9, 2016 | Data, Fundraising, Guest Post | 0 comments

This week we have a hot topic and guest post from Mike LoPresti of TouchPoints. Mike is our guest speaker for the March 17th Ignited Fundraising Community webinar, Where he'll talk about how to use your Data so it Truly IS Your Most Valuable Asset.

Who makes the best donor – men or women?

Women are more likely to give and to give more often than men in similar situations. Two fantastic stats from the Women's Philanthropy Institute at the Indiana University Lilly Family School of Philanthropy shed more light on women donors:

1. Baby-boomer and older women gave 89% more to charity than men their age
2. Women in the top 25% of permanent income gave 156% more than men in that same category

And it's not just older women or higher income women, **virtually at all income levels women give more to charity.**

A recent *Wall Street Journal* article sought to explain why this might be. Their research found "women tend to be more altruistic and empathetic than men, partly because of the way men and women are socialized regarding caring, self-sacrifice and the well-being of others.

Research also suggests men tend to make charitable gifts when an appeal frames the donation as being in the man's self interest or as a way of maintaining the status quo, while women tend to give to promote social change or help others who are less fortunate."

Data is your most valuable asset

Mike LoPresti, Co-founder of TouchPoints

Mike LoPresti, Co-founder of TouchPoints

- Previously
  - Public policy in Congress
  - Finance at a Fortune 100
  - CFO at the Adler Planetarium

- Currently
  - National Boy Scouts of America Foundation's STEM Strategy Chair raising $100 million for the organization's national STEM initiative
  - Co-founded TouchPoints, a technology company that helps nonprofits manage their most important asset – data
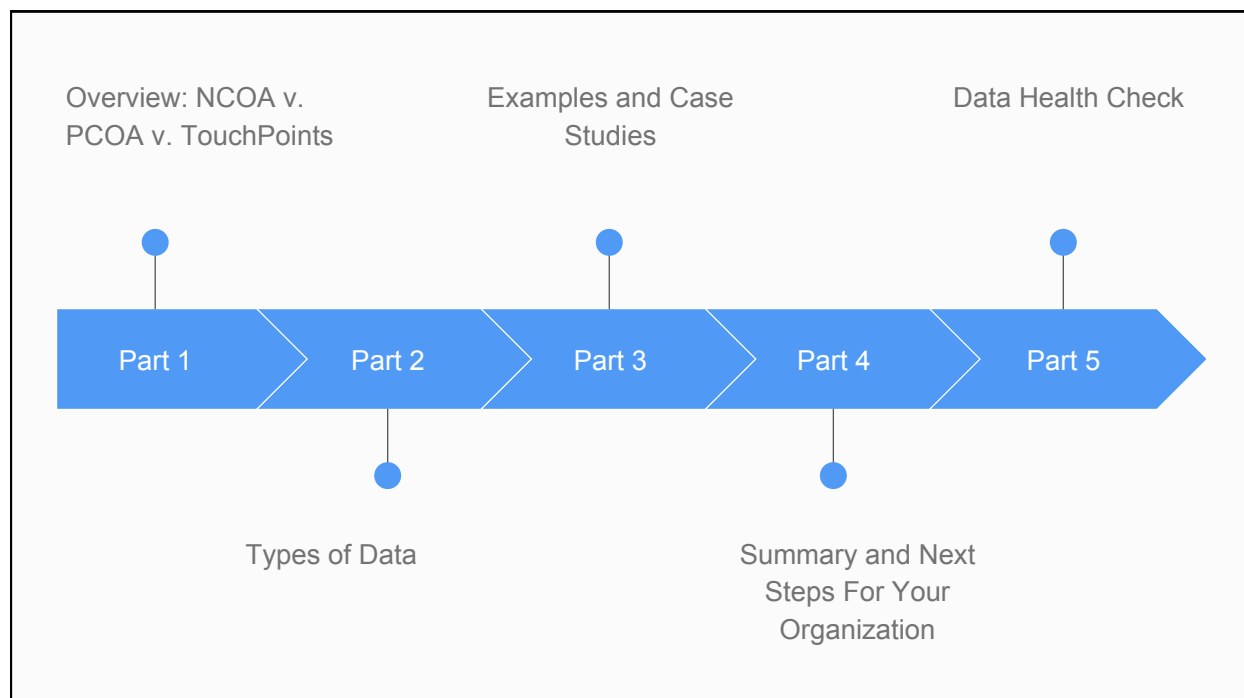
Organizations that use TouchPoints

Who is this discussion for?

- Development Officers
- Marketing Managers
- Member and Alumni Relations Professionals
- Executive Directors
- Board Members
- Consultants

- and anyone who interacts with donors or potential donors

Overview: NCOA v. PCOA v. TouchPoints

Examples and Case Studies

Data Health Check

Part 1 → Part 2 → Part 3 → Part 4 → Part 5

Types of Data

Summary and Next Steps For Your Organization

60% to 90% of all first-time donors cease to contribute to the same organization the following year.

It is 6-7 times less expensive to retain a donor than acquire a new one.

Key Terminology

Data Hygiene

Maintaining the accuracy and efficiency of your donor records

 Updating

 De-duping

Data Append

Adding additional information to a donor profile

 Filling in the gaps

 Adding useful information for engagement & loyalty

CRM

A database that houses your constituent data

Examples:

 Blackbaud

 Salesforce

 Abila

 DonorPerfect

 Fundly

History of data

- MASSIVE GROWTH

- No more polling & sampling

- Census, zip code, and household level data is unnecessary

Data Hygiene & Enhancement Tools Have Progressed

NCOA	PCOA	TouchPoints
Created in 1986	Developed in the late-1990's tech boom	Engineered in 2011 out of frustration with NCOA and PCOA

What *actually* is NCOA?

(This is really important)

- Managed by the Post Office

- Relies on Americans submitting a postcard each time they move

- Purpose is to save USPS money, not ensure delivery

Data Hygiene & Enhancement Tools Have Progressed

NCOA	PCOA	TouchPoints
Created in 1986	**Developed in the late-1990's tech boom**	**Engineered in 2011 out of frustration with NCOA and PCOA**

What *actually* is PCOA?

- Proprietary change of address

- Relies on magazine subscription, warranty cards, and grocery store lists

- Many companies and CRMs offer a PCOA service

Data Hygiene & Enhancement Tools Have Progressed

NCOA   **PCOA**   **TouchPoints**

Created in 1986   **Developed in the**   **Engineered in 2011 out**
                              late-1990's tech boom   **of frustration with**
                                                                    NCOA and PCOA
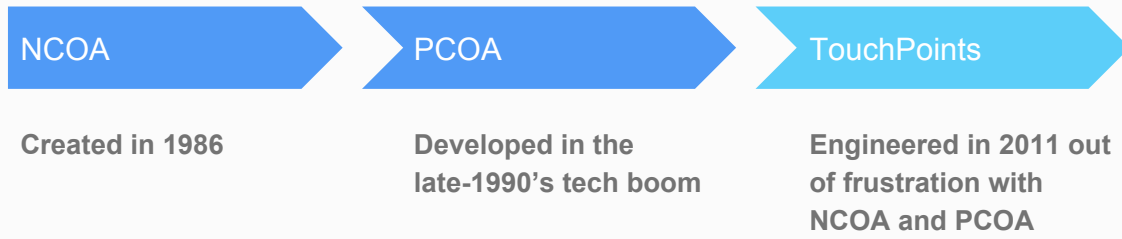
Why we built TouchPoints

- Higher-quality data sources

- Some of the best semantic search, data theory, and machine learning

- Advances in computing power make it possible to quickly analyze billions of data points

Fun fact: One Google search uses the computing power of the entire Apollo space mission

Source: http://thenextweb.com/google/2012/08/28/fun-fact-one-google-search-uses-computing-power-entire-apollo-space-mission/#gref

NCOA v. TouchPoints: A case study

A nonprofit with 30 million records that has used NCOA services each quarter for the previous eight years sent us their most recent NCOA file.

NCOA	TouchPoints
1.8%	31%

Let's get an overview of the most commonly used data points AND how nonprofits are using them.

Analog

 Addresses

 Phone Numbers
(landline, mobile, VoIP)

 Birthday / Age

 Name

 Deceased

Digital

Postal to Email

Email to Postal

Social Media:
Facebook, Twitter,
LinkedIn, Pinterest,
Instagram, etc.

Demographics & Insights

Employment & Gift Matching

Education

Net Worth

Gender

Interests & Hobbies

Case Study: Boy Scouts of America

NESA

Located 97% of Eagle Scouts

102% more than PCOA firm's results

Same day comparison

Council Results

Located donors who contributed 2011-2014, but not in 2015

ROI = 1,743%.

Camp staff reunion 1960-2015

Attendance up 4.5X

Donations up 6X

Data from the Deep

Digitized membership records from boxes in basements

Most of these individuals had never been asked for a donation - all new money

Examples of using data to improve fundraising & engagement

AUDIENCE PARTICIPATION ENCOURAGED

Key Takeaways

- Data is your organization's most valuable asset

- Investing in data increases all levels engagement - donations, membership, attendance, volunteerism, and advocacy

- Donors expect personalized interactions at the times and places of their choosing

What can you do today for your organization?

- Request a free data health check

- Elevate data strategy to the C-suite and board level

www.bit.ly/TouchPointsIgnited

bit.ly/TouchPointsIgnited

Thank you!

Mike LoPresti
Mike@FindTouchPoints.com
www.FindTouchPoints.com

Your April Webinar

Fundraising Tools To Raise $300M. And Counting.

Webinar at 11 am

Wednesday, April 20

Open to the public

Data Is Your Most Valuable Asset

PLEASE:

Share your quick, candid feedback on the survey now.

Thank You!