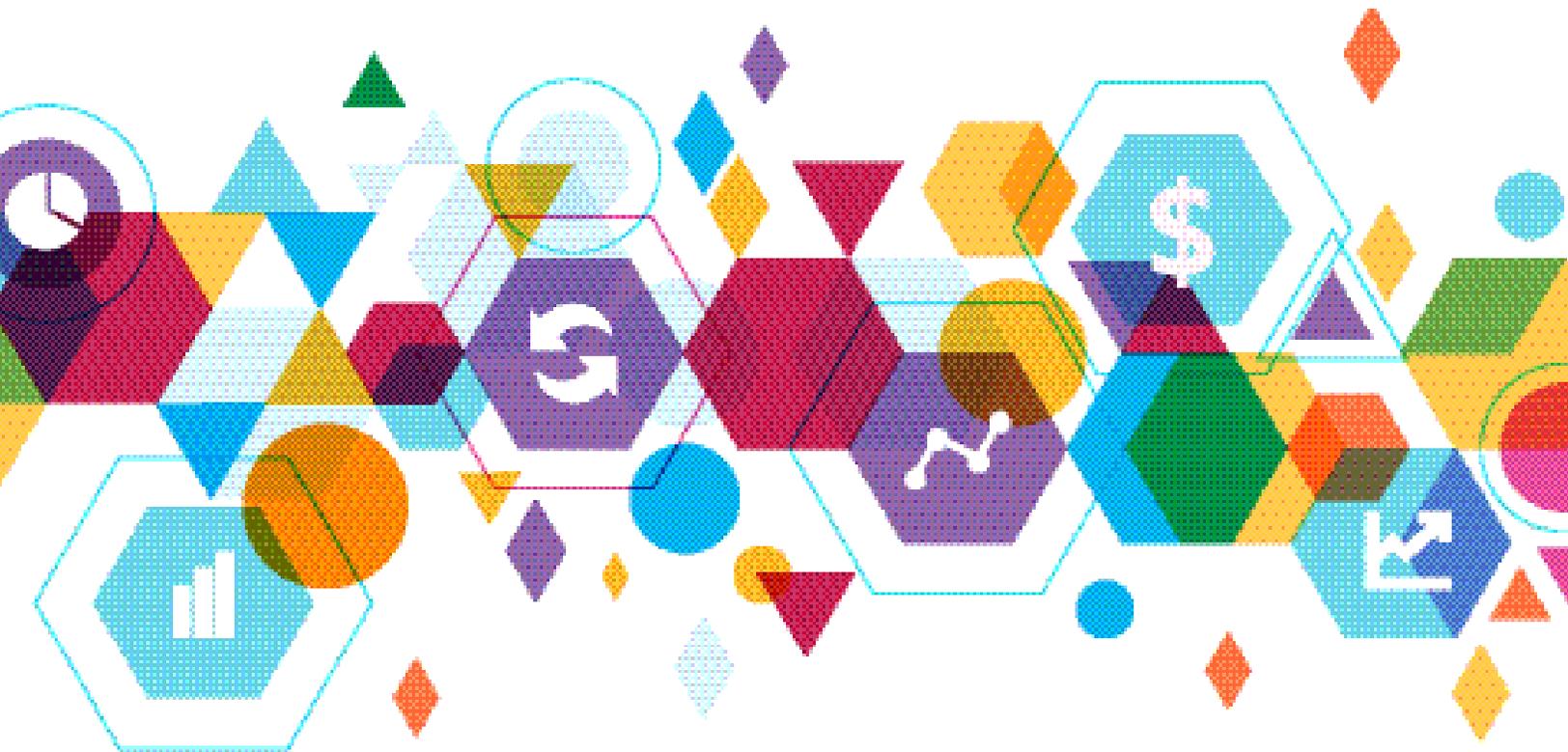


Turning Data Into Dollars

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How healthy is your donor database?



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INTRODUCTION

Data quality can make or break the success of your fundraising and outreach. By keeping your donor database updated and in mint condition, you'll prevent missed funding opportunities and create new ones at the same time. What's the best way to keep your data in great shape? It all begins with a data health plan. eTapestry has the tools and services to help you create one for your organisation. To get started, take a look at the following tips from our experts.

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EDUCATE YOUR TEAM ON THE VALUE OF GOOD DATA.

Ever made mistakes as a result of bad data? Sent mail to a deceased donor? Received a “failed to send” message from a misspelled email address? Educate your staff on the improvements your organisation can make when donor data is cleaned up and current:

RELATIONSHIPS

If you don't know that your donors have moved, what does that say about your willingness to build a long-term relationship with them?

RETENTION

If you don't know that your donors have changed their email address, how will they receive your communication?

DONATIONS

Your organisation will cut costs by eliminating wasted communication and raise more money with accurate donor information.

PERFORM AN AUDIT AS A FIRST PLAN-OF-ATTACK.

Take into consideration all of these factors when planning a database update. Complete an internal review of the following records:

- Salutations
- Account types
- Email and mailing address accuracy
- Social media information
- Deceased donors
- Age updates
- Phone numbers
- Employment status
- Missing gift information

LIVE BY THESE GOOD DATA GUIDELINES.

- Set required fields for data entry of account and gifts information in your donor management system.
- Request that monthly or quarterly data health reports be sent to you from the system.
- Create a user manual of proper data entry protocol for staff.
- Assign data health tasks to team members and keep a calendar of duties.
- Report on data health as part of your development plan.
- Work to keep bad information from ever entering your database.
- Review records and add new, accurate data at least once a quarter.
- Be mindful when requesting donor information—respect privacy of households that may be in transition or distress.

REMEMBER—IF YOU SNOOZE ON DATA UPKEEP, YOU LOSE.

An organisation with poor data will likely lose out on funding and potentially powerful donations. Take a look at the following statistics:



15% of people in the United States move addresses every year. On average, 1,100 to 1,500 people per year need their addresses updated in a database of 10,000 names.



8% of people will have to be marked as deceased each year. An average of 800 people per year will need to be removed from a database of 10,000 names.



30% of people will change email addresses annually. On average, 3,000 people per year need their email addresses updated in a 10,000 name database.

Curious to know exactly what those stats mean in terms of cost when you use bad donor data? We crunched the numbers below.



Imagine you send a direct mail piece to 10,000 recipients at an average cost of \$1 per piece. Your response rate is 10% and the average gift received is \$30. If you aren't working with quality data, you can expect the following loss:

- Mail sent using bad data: 1,800
- Responses you won't get: 180
- Potential donations you won't receive: \$5,400
- Extra costs due to poor information: \$1,800
- **Total cost: \$7,200**

Now, consider this in terms of an email appeal. Say you send this email 10,000 recipients. The cost is an assumed 10 cents per message. The average response rate is 7% and the average gift is \$163. Look what messy data could cost you:

- People who won't see your email: 1,700
- Responses you won't get: 119
- Potential donations you won't receive: \$19,397
- Extra costs incurred from bad data: \$170
- **Total costs: \$19,567**

If you use social media to connect with 10,000 people at minimal cost up front, you can expect a response rate of 18% and an average gift of \$59. But with bad data comes bad results:

- People you can't engage: 1,800
- Responses you won't get: 324
- **Potential donations you'll miss out on: \$19,116**

DO YOUR HOMEWORK! DISCOVER eTAPESTRY'S DATA SOLUTIONS.

eTapestry makes a data audit quick, easy, and thorough. You can run a free assessment of records using the built-in Data Health Scorecard. The scorecard also notifies users when it's time to run the handy AddressFinder™ tool. And a Social Finder Scorecard is also included in the system to scan email addresses and find associated social media accounts.

eTapestry has a consulting team that ensures you manage data health with success. When transitioning to the donor management system, they can help you determine what data to convert and how to do it. eTapestry's support experts will be by your side at every step, helping you create policies, clean up records, and maintain a top-tier database that will raise the roof on revenue for your mission.

[Learn more about eTapestry. Get your 30-day free trial.](#)

About Blackbaud

Serving the worldwide philanthropic community for 35 years, Blackbaud (NASDAQ: BLKB) combines innovative software, services, and expertise to help organisations achieve their missions. Blackbaud works in over 60 countries to power the passion of approximately 35,000 customers, including not for profits, K-12 private and higher education institutions, healthcare organisations, corporations, foundations, and other charitable giving entities. The company offers a full spectrum of cloud and on-premise solutions, as well as a resource network that empowers and connects organisations of all sizes. Blackbaud's portfolio of software and services supports not for profit fundraising and relationship management, digital marketing, advocacy, accounting, payments and analytics, as well as grant management, corporate social responsibility, and education. Organisations that use Blackbaud technology raise, invest, manage, and award more than \$100 billion each year. [Recognised as a top company](#), Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland, and the United Kingdom. For more information, visit www.blackbaud.com.au.

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