

Call for data revolution in the third sector as survey reveals only 24% of charities are using data

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Data and fundraising experts have produced a digital guide designed to inspire charities to use data more effectively as a new survey reveals only 24% of charities are using data to inform their fundraising strategy.

The guide - What's Data Got To Do With It? - urges charities to harness the power of data to create more personalised experiences for their supporters if they want to stay relevant in an increasingly data-driven world.

Carlos Miranda, founder of Social Misfits Media, commented: "Data is revolutionising our online lives and the way we interact with brands. When we shop or listen to music through platforms like Amazon and Netflix, we are provided with a personally tailored experience driven entirely by data. But data science is a vast and complex world, and with 24% charities admitting to not using data to inform their fundraising decisions we wanted to create a resource to help charities of all shapes and sizes kick-start their journey to better data collection, analysis and implementation."

Mike Bugembe, chief analytics officer for JustGiving, said: "In an increasingly noisy digital universe charities need to harness the power of big data to create hyper-personal experiences that build longer-lasting relationships with their supporters. Combining this approach with a deep understanding of their supporters' networks will ensure they're reaching the right people in the right way and at the right time – providing value for both the charity and for their supporters."

The data survey asked 100 charities about the way they collect, analyse and use data to inform their fundraising strategies and revealed that:

- 57% said they find it difficult to collect the data they need
- 82% said that when they do collect the right data, they don't have the time to analyse it properly
- Only 24% said that they were collecting, analysing and implementing data as part of their strategic planning and decision making

The guide comprises insights from Facebook, JustGiving and Beth Kanter (named by Fast Company as one of the most influential women in technology), charity case studies from Parkinson's UK, SolarAid, Friends of the Earth and Marie Curie and provides a roadmap to inspire charities to make data an integral part of their fundraising strategy through four easy steps:

- Collection – collect the right data accurately, consistently and in the right quantity
- Analysis – secure the right expertise in the organisation to allow charities to continuously manage and analyse data effectively

- Implementation – apply insights and analysis to build a data-led fundraising strategy that focuses on outcomes by segmenting, testing and measuring results
- Internalisation – create a data-led fundraising culture within the organisation that is based on learning and growth

Produced by Social Media Misfits in partnership with JustGiving and the Institute of Fundraising, 'What's Data Got To Do with It?' can be downloaded for free at: <http://just.ly/data-fundraising-guide>

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For further information: +44 (0) 207 067 0963

About Social Misfits Media

Social Misfits Media helps charities and social enterprises think strategically about their digital presence. They work with clients to better engage with those critical to their success by creating dynamic social media strategies for marketing, campaigning and fundraising.

Social Misfits Media was founded by the team at I.G. Advisors, a strategy consultancy for the social impact space. I.G. focuses on providing philanthropy, corporate impact, and fundraising advice.

For further information: www.socialmisfitsmedia.com

About JustGiving

Voted Best Giving Platform by the charity members of the Institute of Fundraising in 2014 and 2015, JustGiving is the world's social platform for giving, enabling over 24 million people across 164 countries to raise more than \$3 billion since 2001.

As a tech-for-good company, JustGiving re-invests all its profits into the development of world-class technology and innovative tools to fulfil its mission to connect people with the causes they care about.

More recently JustGiving has used its unique understanding of people's giving behaviour to enhance the personalisation of its service so that people can not only donate to friends on JustGiving, but discover further opportunities to support people and charities in aid of the causes they care about. For more information: blog.justgiving.com/welcome-to-the-new-social-justgiving

About the Institute of Fundraising

The Institute of Fundraising is the professional membership body for UK fundraising. Its mission is to support fundraisers, through leadership, representation and standard setting and education, and to champion and promote fundraising as a career choice.

The Institute of Fundraising is the largest individual body in the voluntary sector with over 5,500 individual members and 400 organisational members.