



**Insight SIG Annual Conference -
Amnesty – 5th November 2009**
*From under the bonnet to the driver's seat:
how to turbocharge your fundraising insight*

Intro: Nigel Magson & Steven Dodds



SIG Committee



- Nigel Magson
- Steven Dodds
- Richard Portchmouth
- Kirsty Neale
- Bertie Bosredon
- Julian Young/Ruth Smyth
- Stuart McCoy
- Rajbinder Khera
- Bob Francis

Chair

Vice Chair

Treasurer

Membership

Digital Champion

Classic Champion

Training Champion

Venues

Communications

New Roles



- Research Champion
- Treasurer
- Webmaster

www.insightsig.org



Institute of Fundraising
INSIGHT IN FUNDRAISING

IOF INSIGHT SIG
A community dedicated to providing resources and training for analysts, database marketers, researchers and online fundraisers to improve the opportunities for insight to make a difference in the charity sector.

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Events
November 2009

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30						

« Sep

Categories
Events
Misc

Welcome!
to the new Insight in Fundraising website

Our special interest group, affiliated to the Institute of Fundraising, is dedicated to furthering the knowledge of Analysts and people who are tasked with analysis functions throughout the Charitable sector.

For a long time it has been apparent that Insight in Fundraising has taken a back seat to the higher profile areas of Fundraising. Yet, functions have on the reliance that these Analysts are providing. Sources of information on the techniques, developments, software and skills have been hard to come by, and in some cases non-existent. So it is the aim of this group to get this information and share it among it's peers.

By regularly soliciting feedback from its growing membership, the committee plan and present events that cover a wide range of topics at all levels from on-line analytics to fundraising specific Excel techniques.

Together we believe that we can take Insight in Fundraising forward in both expertise and by raising it up the Fundraising agenda.

I very much hope this website will become a valuable tool, enriched over time by further contributions from practitioners in the industry.

Enjoy!
Nigel Magson
Chairman, IOF Insight SIG

November 4th, 2009 | Category: Misc | Leave a comment | Edit this post

Recent Posts
Welcome!
Insight Annual Conference – 5th November

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MS Excel support
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SPSS tools
techsoup
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UK Fundraising

Meta
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Website



- Everything you may want to know **about the SIG** – our goals, who's who on the committee, how to contact us etc.
- Information about forthcoming **events**
- Presentations from past events to download
- **Links** to other useful websites and resources
- Postings for **current job vacancies** in the sector

Blog



- It is an open site
- You will be able to post and communicate with other members
- This is a free resource
- It's down to you to use and get information

Communication is 2 way



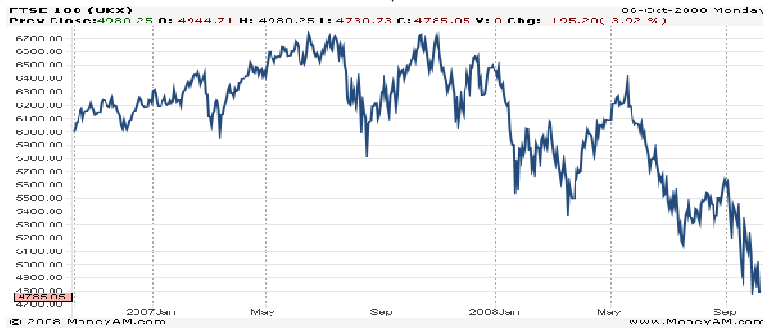
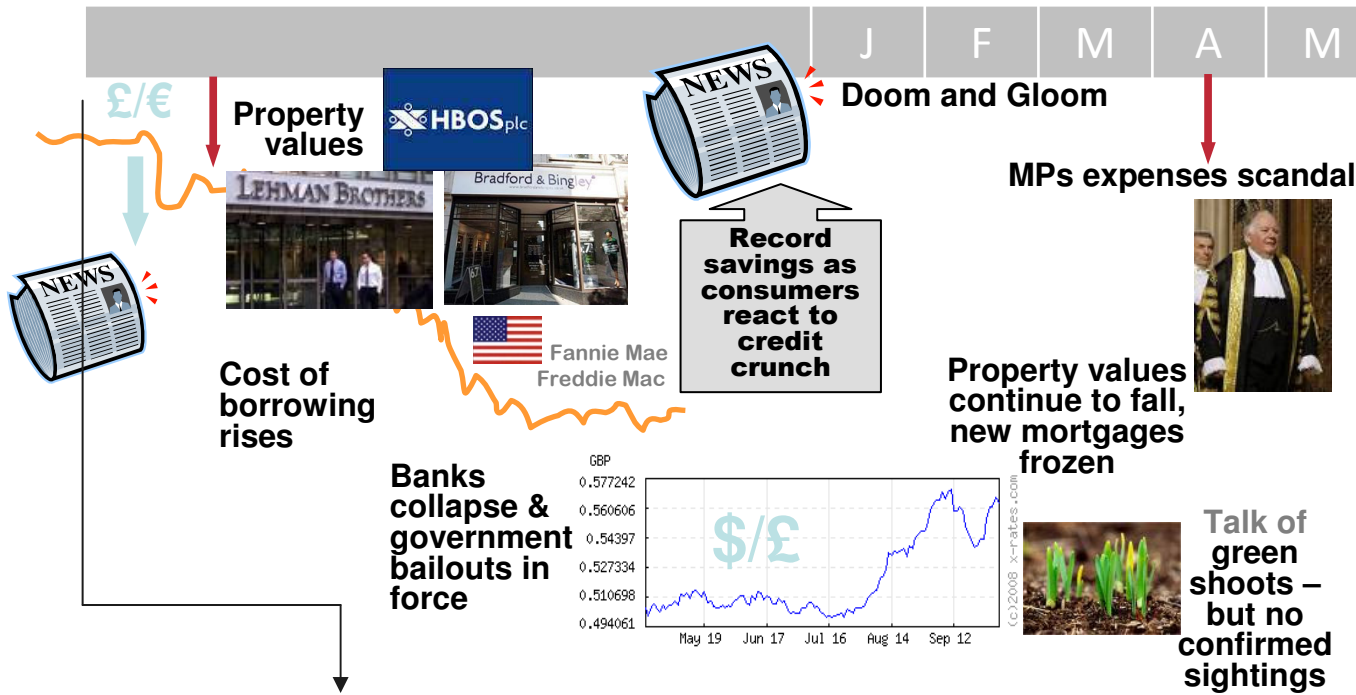
Earning more spending less
targeting in a recession



Recessionary reminders

2008

2009



Feb 08 Base rate 5.25%

Jan Base rate 1.5%

March Base rate 0.5%

J F M A M J J A S

Doom and Gloom

MPs expenses scandal

Property values continue to fall, new mortgages frozen

Talk of green shoots – but no confirmed sightings

Some signs of an upturn in the housing market – however mortgages remained hard to come by



Jump in unemployment figures.



Retail sector boosted by summer sales

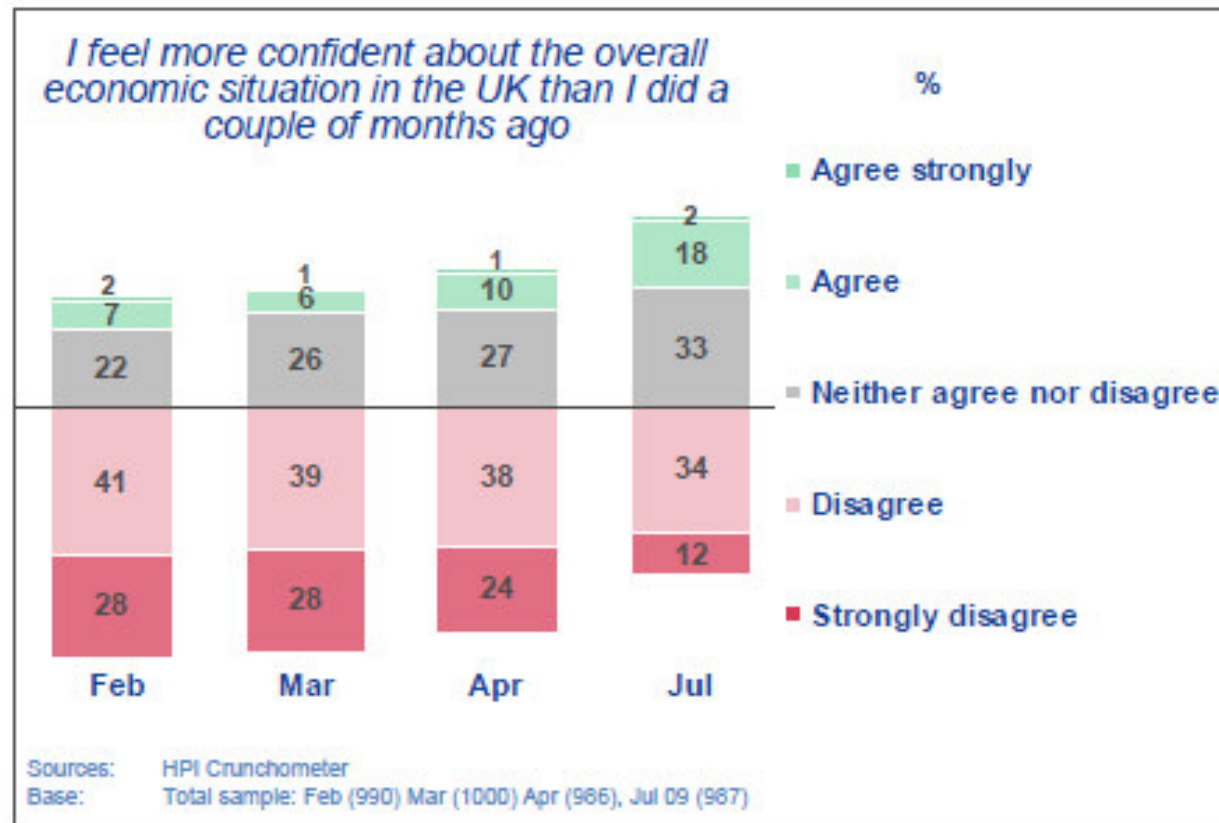


Swine flu fears

Signs of a long awaited green shoots



Definite agreement that things are getting better has almost doubled (11% to 20%) and strong disagreement has halved (24% to 12%) : we just have to also remain aware that those feeling negative still greatly outnumber those feeling positive.



Likely Fundamental Changes Consumer Behaviour



Someone has to pay!

Response to a statement that *'the Government is making a good job of handling the economy'* remains overwhelmingly negative (57% disagree vs. 15% agree). The balance of opinion is also that *'the UK is worse off than other European countries'* (40% agree vs. 17% disagree). This evidence of scepticism in the effectiveness of stewardship of the economy is likely to persist for some time.



Canny consumers change their habits

We have already had one unprecedented month when more debt was repaid than taken out. Our data suggests that greater caution could influence many markets for some time to come:

- two-thirds of adults agree *'I am more careful how I spend my money than I was a year ago'*
- two-thirds also feel *'In these credit crunch times you expect higher levels of service for your money'*
- over half agree *'I'm using the internet more to compare prices of different services to make sure I get the best deal'*
- a half say they agree *'I'm buying more shops' own label and cheaper brands than I used to'*
- a third tell us *'I am buying more of my groceries in cheaper shops'*



Talk to Charlotte



Hello and welcome to the 'Insight in Fundraising' virtual survey. Your answers will help us 'take the pulse' of the fundraising insight industry and help improve our conference and training program. Your virtual host will guide you through the questionnaire. If you have any questions you can ask them directly by entering them into the box to the right of your host. You can also ask any of the predefined questions in the FAQ, by clicking on the links. We hope you enjoy the survey.



[Start Survey](#)

Response



- 12% unique click rate from member base
- 80% went onto completion
- 50 completed from 507 members

Key Insights



- How do you feel about fundraising performance in 2010?
- On balance more people pessimistic than optimistic

Negative Reasons

- Why?

Public sector cuts yet to hit sector

Long recessionary tail

Sector is lagging behind in online activity

Too much competition

Poor quality fundraising

Positive view



- Why?

Coming out of recession

Not seen income drop

Lots of opportunities to be smarter

Key Learning



- To what extent is insight currently used in supporting fundraising activity?
 - 1 in 5 said rarely used
 - 2 in 5 said sometimes used
 - 2 in 5 said extensively used

Our view: B minus – Could do better!

Key Challenges for industry next year



- ✓ Budget cuts
- ✓ Segmentation
- ✓ Real Donor Stewardship
- ✓ Digital Integration
- ✓ Acquisition
- ✓ Need for change – no more Dorothy donor!
- ✓ Availability of analysts

Integration of online & offline data



- 10% said completely separate
- 37% at campaign level only
- 24% completely merged
- 27% Don't know

Our view: B plus Good effort!

Data that you collect & hold on your supporters



- 72 % full contact details (incl email & phone)
- 65% demographics (e.g. age, gender etc)
- 86% contact history
- 31% attitudinal
- 24% do not know

Our view: **B** Can improve in certain areas

How can IOF support industry



Sector champion

Reduce charges for events!

Making the case for Insight within their charity

Skills training

Countering bad press coverage on fundraising techniques

Agenda: Annual Conference



On with the show!

Wine!



Thanks to Wood for Trees for Sponsoring the wine!