

Fundraising Fitness Test

A strategic tool for developing information driven fundraising and communications strategies



To assist charities working in “DRIP” environments (data rich but insight poor), McConkey • Johnston **international** is launching the **Fundraising Fitness Test** - a new research and analysis service. The main part of this service is a compilation of vital reports offering strategic insights about your charity’s supporters.

These reports will enable you to turn raw information about donor behaviour into actionable knowledge. Equipped with this knowledge you can cultivate better donor relations and invest strategically in fundraising activities that are most likely to increase revenues.

Are you asking the right questions to your database?

Often charities use standard reports, developed by their software providers, to produce reports on total income generated, new donors gained or, ROI’s of different fundraising activities. Such reports fail to exploit the wealth of available data on donor behaviour.

And most of the time, many fundraisers are unsure as to what questions to ask in order to uncover key trends of donor behaviour or, they lack the expertise on data mining and analysis to make the most of the ‘vital signs’ of their donor base.

This is where our **Fundraising Fitness Test** can make a big difference to charities seeking to make informed decisions about their present and future fundraising activities.



Using our Fundraising Fitness Test you can find answers to questions like:

- What is the lifetime value of a donor or a member to your cause?
- Which communications or promotional sources bring supporters with the highest lifetime value?
- How long does it take for a new contact to become a new donor?
- Which fundraising message does your audience respond best to?
- What time of year is best to acquire new major donors?
- What are your year-to-year donor renewal and attrition rates?

Because the **Fundraising Fitness Test** evaluates fundraising performance over a period of time, the information provided can help your fundraising staff to set achievable goals and strengthen the performance of various fundraising activities.

Setting new Key Performance Indicators (KPIs) for your strategy

Once we have analysed the available data and mapped out trends of donor behaviour then we can assist your fundraising and communications staff in re-shaping the fundraising plan and communications frequencies, and setting new KPIs. These KPIs will include new goals for: new donor acquisition, donor retention and attrition rates, donor lifetime value, donor upgrades and major gifts, etc.

The **Fundraising Fitness Test** can be run quarterly, annually, or every other year depending on your charity's needs, fundraising challenges, and the levels of donor movements.

Essential steps for conducting the Fundraising Fitness Test

1. The first step is a simple written agreement between the charity and McConkey • Johnston international.
2. At this next step we provide a set of questions to your charity and offer assistance on gathering the data from your charity's database. We can conduct the **Fundraising Fitness Test** using and interpreting data from different types of databases.
3. After analysing the data McConkey • Johnston international consultants will present a report containing a summary of main findings, highlighting critical trends of behaviour of various donor segments.
4. At a final stage, our consultants will assist your team in evaluating the fundraising strategy, setting new KPIs and implementing the results of the report in ways that fit your charity's needs.

