Conquer Your Database, Take Over the World!

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AFP COLORADO LUNCHEON

YOUR HOSTS
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#WINNING IN 2015
- See your database as a value-add
- Confidence in your data leads to confidence in fundraising
- Big change starts with small steps

THE WHEEL OF MISFORTUNE

3 WAYS TO DEFINE SUCCESS
1. Walk backwards from your goals
2. Manage performance – because you can’t improve/reward what you can’t measure
3. Always ask “why?” for smarter decisions and actions

3 WAYS TO ENRICH YOUR TEAM
1. Implement quarterly fundraising/database team meetings
2. Regularly share strategy and results
3. Invest in training to build and retain your team
3 WAYS TO IMPROVE RETENTION
1. No longer one-size-fits-all
2. Communicate impact, not just giving
3. Know who is lapsed – use simple LYBUNT report

3 WAYS TO REACH YOUNGER DONORS
1. Digital: Expand your definition of friend/supporter
2. Digital: Grow outside of your box
3. Digital: Get out of their way

3 WAYS TO TAKE FUNDRAISING ONLINE
1. Optimize your website for action
2. Integrate available database tools for seamless experience
3. Tie in an email component to every traditional campaign

ANOTHER ONE BITES THE DUST
• Get on the same page
• Got documentation?
• Cross-train for fitness
• Back-up to keep the blues away
• Refresh for success
• Secure your data

AUDIT ALERT!
• Just like an oil change
• An objective perspective
• Validate your current practices
• Spot opportunities for improvements
• Increase your fundraising capacity
• Assess your database

DATABASE STRATEGY
• What is a strategy?
• What is a tactic?
• First leads the second
• Recurring tasks are key
• Must devote specific time to strategies
GETTING GEEKY WITH YOUR DATA TEAM

- Mutual respect is key
- Regularly share strategy and results
- Leverage their tactical knowledge
- Acknowledge everyone’s roles in meeting goals
- Use the data at your disposal

MEASURE THIS!

- Determine what’s important
- Identify your resources for reporting
- What are you going to do with what you find?
- OK, measure it and communicate it to your team

TALK AMONGST YOURSELVES

- Greatest database challenge?
- A-ha moments in dealing with your database and data team?
- What is the one thing you wish your database could tell you about your donors?
- What would you like to automate to make reporting more seamless?
- Top tip to share with the larger group?

IT’S TIME TO SHARE!

Who’s brave enough to go first?

QUESTION & ANSWER

What’s on your minds?
THANKS FOR HAVING US!

• Beyond Nines
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