

# **Public Fundraising Symposium**

**Getting it Right:  
Regulation & Best Practice**

# Changing the way we *think* about Data Governance

LEM  NTREE

 **marketsoft**  
UNLOCKING CUSTOMER-FIRST DATA



**Joel Nicholson**  
CEO



**Lauren James**  
Head of Client  
Success

# Self-regulation works!





# Data doubles every 2 years

- According to the Harvard Business Review, on average, 47% of data records are created with critical errors that impact work

## “Data We Can Trust”

- Speed verses Trust are at odds
- Visualise balls multiplying and juggling





# LemonTree/Marketsoft data governance experience

- 30+ years across commercial and NFP
- Large scale data management
- Specialise in disparate data
- Standards and compliance is core
- Same challenges of speed and trust conundrum
- Both for client solutions and our own B2B business model

# Agenda – *thinking Data Governance*

1. What is it
2. Why it matters for fundraising
3. Benefits
4. Key Components
5. Implementing it
6. PFRA charity survey insights
7. Case Study
8. Conclusions – 7 questions to ask
9. Q&A





# Quick Anonymous Poll

**How mature do you perceive Data Governance is managed in your organisation (score 1-10)?**

1 – Starting out or low trust in data

5 – Competent

10 – Rock stars! (high trust in all data)



# What is it?

- Framework for "Data we can trust"
  - Quality, Security, Compliance
- Establishing processes, roles, policies, and procedures
  - Top down and Bottom up
    - Control and protection
    - Crowdsourcing insights
  - Data Roles clearly defined
  - Privacy compliance and best practice self regulation to avoid external regulation
  - Audit







# Why it matters for fundraising

- Fundraising organisations rely on accurate, trustworthy data for donor engagement
- The risks of poor data governance include donor dissatisfaction and potential legal issues



# Benefits

- Effective data governance can bring to fundraising organisations:
  - Enhanced donor relationships
  - Increased data accuracy and reliability
  - Improved decision-making
  - Regulatory compliance



# Privacy Principles

1. Purpose of collection
2. Source of personal information
3. Collection of information from subject
4. Manner of collection
5. Storage and security
6. Access to personal information
7. Correction of personal information
8. Accuracy
9. Retention
10. Limits on use of personal information
11. Limits on disclosure of personal information
12. Unique identifiers





# Key Components

➤ Key components of a data governance framework:

- Data quality management
- Data security and privacy
- Data access and permissions
- Data stewardship and ownership



# Key Components

- Data quality management
  - Accurate donor information
  - Avoiding duplicate records
  - Eliminating outdated information



# Key Components

- Data security and privacy
  - Importance of data encryption
  - Compliance with data protection regulations (GDPR, CCPA, etc.)
  - Securing sensitive donor information (ISF, tokenisation, etc.)





# Key Components

- Data access and permissions
  - Who should have access to what data
  - Implementing proper authorisation protocols

Permission	ISC_System	ISC_Admin	ISC_Implementer	ISC_FrontEndDev	ISC_Integration	ISC_User	ISC_ContentAdmin	ISC_ContentEditor	ISC_ContentApprover
Manage Integration Jobs	X	X	X		X				
Manage Admin/System Users	X	~	~			~			
Access CKFinder	X	X	X	X	X		X	X	
View & Update Website SEO Settings	X	X	X						
Access to Debug Menu	X		X						
Application Dictionary	X	X	X						
Themes & Content	X		X	X					
Create Revision (CK Editor)	X	X	X	X			X	X	
Publish (CK Editor)	X	X	X	X			X		X
Delete Revision (CK Editor)	X	X	X	X			X		X
Preview Revision (CK Editor)	X	X	X	X			X	X	X
View & Update Settings	X	~	~						

~ denotes limited permissions



# Key Components

- Data stewardship and ownership (RACI)
  - Responsible for data integrity
  - Establishing data governance policies and guidelines

Roles	Steering Committee	Governance Council	Lead Data Stewards	Business Area Data Stewards	Technical Leads
Communication Item					
Sponsorship and Charter	R	A	C	C	I
Data Ownership	C	R	A	A	I
Policies and Standards	C	R	A	A	I
Business Rules and Guidelines	I	R	A	A	C
Data Quality Issues, Reports and Metrics	I	R	A	A	A
Data Models and Data Dictionaries	I	A	C	C	R
Processes and Procedures	I	R	A	A	C

R - Responsible; A - Accountable; C - Consulted; I - Informed







# Implementing It

6 steps to implement data governance in fundraising organisations:

1. Assess current data practices
2. Define roles and responsibilities
3. Develop data policies and guidelines
4. Implement data management tools
5. Train staff on data governance principles
6. Regularly review and repeat steps



# Quick Anonymous Poll

**How often do all staff access best practice Data Governance guidelines?**

1. Never
2. Once a year
3. Multiple times a year
4. Laminated printout on my desk! 😊



# Charity Interviews

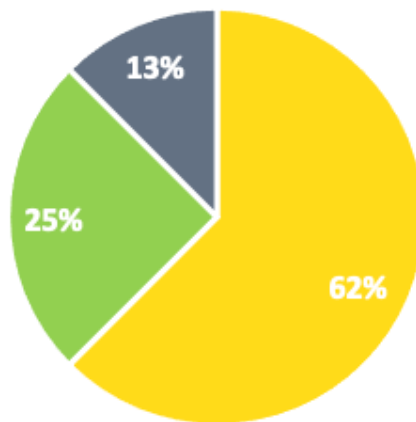
Thank you to all the fundraising teams for sharing their time and experiences!



# Charity Interviews

## GOVERNANCE

Does your organisation have a data protection officer?



■ Yes ■ No ■ Unsure

### Insights

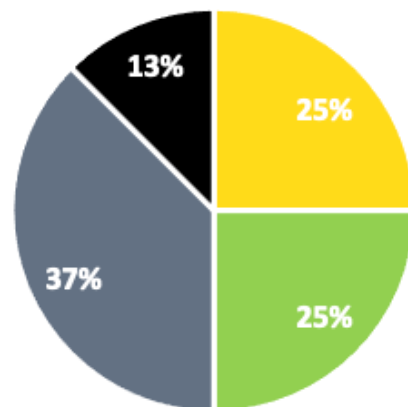
Positive sign, however depended on size of organisation and often an extra “hat” for the CEO or director role. Breeding a culture of data literacy will be important for these organisations



# Charity Interviews

## GOVERNANCE

Has the data protection officer has received initial training



■ Yes ■ N/A ■ Unsure ■ Limited

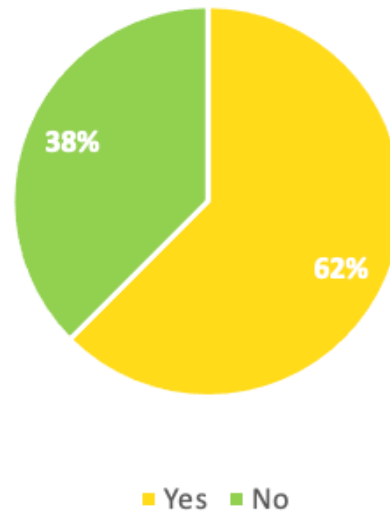
### Insights

Clearly a gap in the implementation of this role, often sighted reasons being capacity and priorities. A cultural need to think differently about data governance.

# Charity Interviews

## GOVERNANCE

Do all employees have access to best practise guidelines



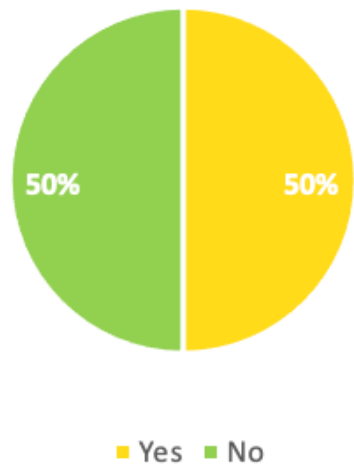
### Insights

Many responses was a "tentative" yes, however 1 organisation had a laminated 2-pager given to all staff ready on her desk!

# Charity Interviews

## PRIVACY

Is there a process to refer donors/prospects to NZMA DNC/DNM register for market suppressions?



## Insights

Mostly only aware for those involved in DM acquisition and not often aware of this centralised suppression service



# Quick Anonymous Poll

**Are you aware that the NZMA can warrant suppliers for privacy compliance?**

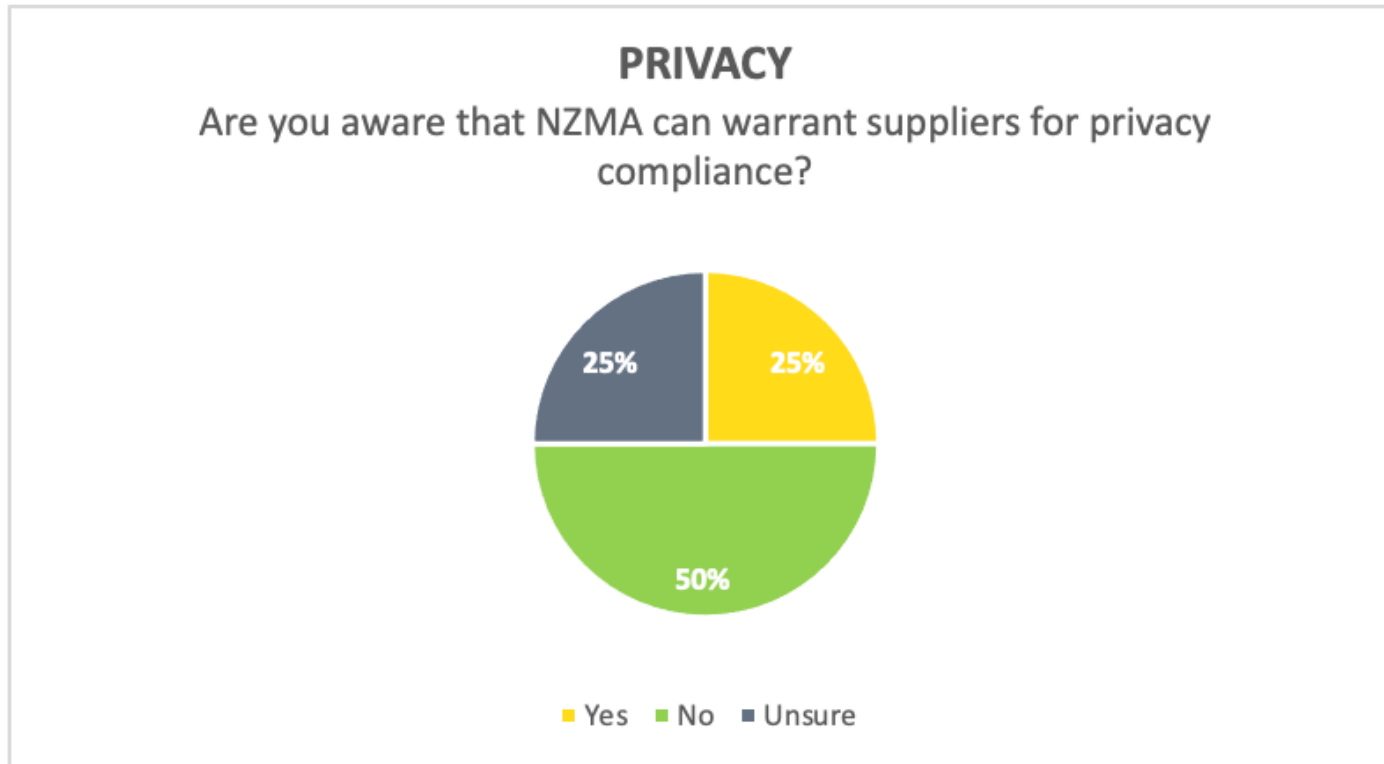
1 – Yes

2 – No

3 – Unsure



# Charity Interviews



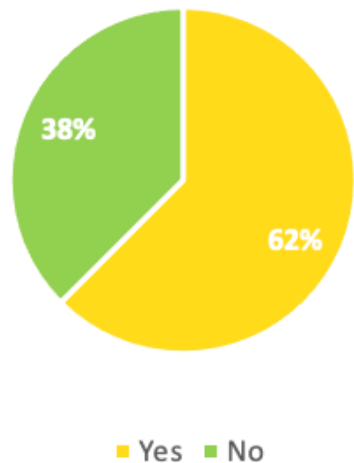
## Insights

Again, awareness of a sector body of this service was low. Mostly relevant to non-digital fundraising channels such as DM

# Charity Interviews

## DATA QUALITY

Are data cleaning activities undertaken for warm and reactivation campaigns?



## Insights

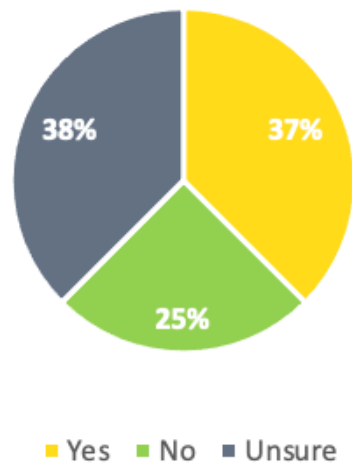
Good to see that a majority were confidently investing in improving data quality such as appending phone numbers or updating address details. Often this is deprioritised as important yet not urgent.



# Charity Interviews

## DATA QUALITY

Does your organisation, or your supplier(s) subscribe to the NZMA Deceased Index?



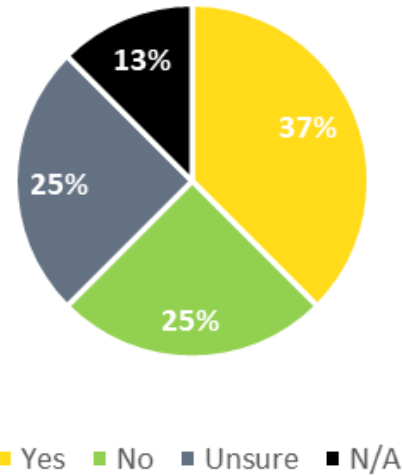
## Insights

The few that apply this were typically via 3<sup>rd</sup> party apps in their CRM. Unlike Australia, New Zealand has full access to the government death register.

# Charity Interviews

## DONOR EXPERIENCE

Does your supplier provide any guarantee that the prospects are subject to any resting rules?



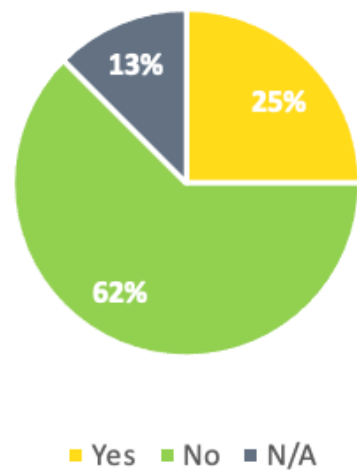
### Insights

This suggests many acquisition campaigns could be wearing out the same people with over-communications from charities. Your data suppliers should be able to discuss the pros and cons of managing resting rules.

# Charity Interviews

## DONOR EXPERIENCE

Has your organisation attempted to negotiate prospect resting rules with your supplier(s)?



### Insights

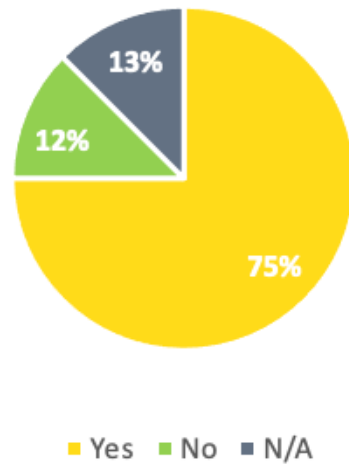
As per previous question, fundraisers were commonly concerned with “fatiguing” prospect donors from over-communication, however limited specific solutions in place to address



# Charity Interviews

## DONOR EXPERIENCE

Does your supplier(s) provide a script to confirm source of prospect?



### Insights

A mostly standard practice across acquisition campaigns that shows common sense compliance to privacy regulations are in place

# Quick Anonymous Poll

**What are your key concerns regarding your organisation's TM acquisition campaigns?**

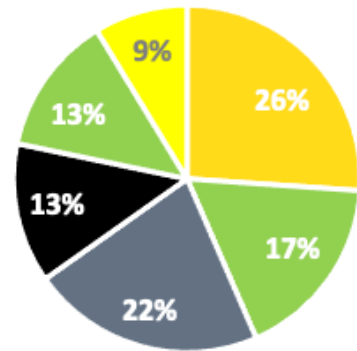
- 1 – Contact Rates
- 2 – Conversion Rates
- 3 – CPA
- 4 – Avg Gift
- 5 – Retention
- 6 – All above



# Charity Interviews

## TELEMARKETING

What are your key concerns regarding the organisations TM acquisition campaign?



■ Contact Rates ■ Conversion Rates ■ CPA ■ Average Gift ■ Retention ■ Other

## Insights

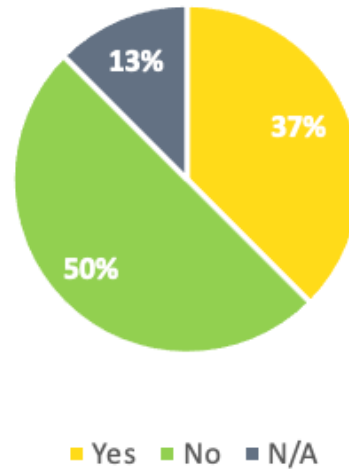
As expected, most common metrics are all acutely monitored with contact rates the highest area of concern to ROI. Highlights potential data quality benefits from Data Governance practice



# Charity Interviews

## TELEMARKETING

Do compliance requirements (e.g. data security checks/audits) delay campaigns or hold back approvals?



### Insights

Most fundraisers were confident in their compliance processes in managing data with third party partners such as call agencies and data providers. Standardised security and policy audit questionnaires are becoming the norm within the industry.



## Case Study

- How a fundraising organisation benefited from implementing data governance
- Outcomes included as increased donor audiences and expanded major donors



# Conclusions

- Best practices for successful data governance in fundraising organisations:
  - Continuously monitor and improve data quality
  - Regularly update data security protocols
  - Train staff on data handling and privacy

***Have we changed or added to the way you think about Data Governance?***

# Take away – 7 questions to ask your organisation

1. How is donor data valued in my organisation?
2. Is our data governance a check box mindset or a genuine methodology to manage risk balanced with growth?
3. How do we measure the risk of incomplete and outdated donor information?
4. What is best practice in managing data and trust across our partner ecosystem?
5. Are we prepared for potential data regulation changes and future-proofing our organisation?
6. Do we have international donors that require GDPR compliance?
7. Do we need assistance with trust and data governance?





# Thank you!

## Q&A

[Joel.nicholson@lemontree.com.au](mailto:Joel.nicholson@lemontree.com.au)

+61414744909

[Lauren.James@lemontree.com.au](mailto:Lauren.James@lemontree.com.au)

+61457742299

