

Demystifying ‘Big Data’ in Advocacy

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Don't let 'data' be scary.
Data is really just about **people**.



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Constant Contact

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You



Social Media



Database



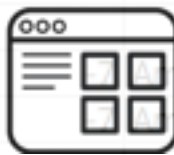
Finances



Your customer



Email



Website



MailChimp



KICKSTARTER



salesforce

Eventbrite

Bad, fragmented data creates a **targeting** problem

After introducing more precise targeting and segmentation:

- ‘Clothes brand sees **140%** increase in revenue per campaign’
- ‘Weekly newsletter achieves **400%** lift in reactivation of inactive subscribers’
- ‘**208%** higher conversion rate for targeted emails over batch-and-blast, for online retailer’



What data sets are you ignoring?

- Event engagement - RSVPs & attendance.
- Social media.
- Personal, 1:1 email engagement.



Donor conversion rate

$$\text{500,000 emails} / \text{50,000 donors} = 10\%$$

Average donation = \$20

Total annual fundraising = \$1 million

If you increase conversions by 40%...

$$\text{500,000 emails} / \text{70,000 donors} = 14\%$$

Average donation = \$20

Total annual fundraising = \$1.4 million

- + \$20,000 in duplicative software costs
- + \$50,000 in wasted labor costs

The cost of the problem = **\$470,000**

What's the \$ value of an advocate?

How does your grassroots/advocacy work contribute to new member acquisition, and to retention?

Of all the new members who sign up, what % do so because of your organization's advocacy work?

If you increase mass engagement by 40%, what impact will that have on member retention or acquisition?

$$\begin{array}{c} \text{Member Value} \\ \$1,500/\text{yr} \end{array} \times \begin{array}{c} 50 \text{ new} \\ \text{members/yr} \end{array} = \$75,000$$

1. Data is about people. Collecting it is an act of listening.
2. Silo'd data often = silo'd teams, and internal dysfunction. Don't let good data be someone else's job.
3. Bad data costs money. Calculate the cost, then prove the value of better data with... data.



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