THE REAL SKINNY
on Nonprofit Data

as compiled by Angie Moore, Vice President, Strategy & Development, at Eleventy Marketing Group

In April 2013, industry powerhouse **Angie Moore** surveyed the sector to get some insight into the use of data straight from fundraisers themselves. More than 500 organizations responded, and here's recap of her findings.

92 percent that have databases (internally or hosted by a third party) that hold their constituent data

74 percent of organizations that have identified specific data elements that are mandatory to be captured on constituents

96.5 percent of organizations that capture fundraising transactions

99.7 percent that capture basic contact information

62 percent that have websites but don't capture website interactions

FINANCIAL TRANSACTIONS* CAPTURED:

>90: percent that capture all direct-mail donations, Web donations and membership gifts

80-99: percent that capture all memorial/tribute donations, telemarketing donations, local office donations and event donations

78: percent that capture all advocacy-specific donations

58: percent that capture all product-sales transactions

OTHER TYPES OF ENGAGEMENT CAPTURED:

Community/Event Participation **83%**
Communication Preferences **79%**
Demographic Information **69%**
Volunteer Interactions **67%**
Call-Center/Donor-Services Interactions **63%**
Mission/Cause-Specific Interactions . . . **51%**
Advocacy Interactions **47%**

NON-FINANCIAL TRANSACTIONS CAPTURED:

Advocacy interactions 33% capture 25% of interactions / 22% capture 50% of interactions / 47% capture 75% or more

Mission/program interactions 54% capture half or less

Preference/interest information, non-financial website interactions and information requests In each of these cases, more than 50% of the organizations capture 50% or less

Volunteer engagement 43% capture <50% / 30% capture 75% / 27% capture 100% (or close to it)

VARIOUS TYPES OF INFORMATION AND TRANSACTIONS, AND PERCENTAGE OF ORGANIZATIONS THAT USE IT IN THEIR MASS-MARKET PROGRAMS:

Donation Information **92%**
(recency/frequency/monetary)
Community/Event Participation **70%**
Demographics **57%**
Mission/Cause-Specific **54%**

Volunteer Interactions **51%**
Call-Center/Donor-Service Interactions . . **39%**
Website Interactions **37%**
Product Sales **33%**
Advocacy Interactions **31%**

Angie's summary:
The closer you can get to your audience, the better results you will have. These are not "data points" — they are actions your constituents have taken with your brand. This information, if used correctly, paints the picture of how people connect to our organizations — and those connections are critical to helping predict the future connections.

For more information on this data, contact Angie Moore at angie@eleventygroup.com

*Data reflects only those organizations that have these specific types of transactions to capture