

The background of the slide is a composite image. On the left, there is a green-tinted area showing a donation bin with the word "DONATION" on it. On the right, there is a blue-tinted area showing a smiling woman with curly hair, likely a volunteer, in a food bank setting. The text "Blackbaud® + Food Banks" and "+ hjc" is overlaid on the green area, and the dates "July 21 – July 23" are overlaid on the blue area.

Blackbaud® + Food Banks

+ hjc

July 21 – July 23



It's all about the Data & Analytics

2021 FOOD BANK SUMMIT

HOUSEKEEPING

- This webinar will be broadcast entirely through your computer.
- We recommend that you turn your volume all the way up and close out any additional browser windows.
- Please take a look at the widgets at the bottom of your screen.
- The Q&A widget can be used throughout the call to ask the presenters questions.



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#FoodBankSummit



Today's Speakers



Michael Johnston

President & Founder

hjc



Brianna McCabe
Aldredge

Digital Marketing Specialist

Central Texas Food Bank



Samantha Wright

Director of Development
Operations & Analytics

Food Bank of Central &
Eastern North Carolina

Opportunity for Data Intelligence

8-10%

profit increase for
businesses that use
big data

5-8x ROI

companies that
employ data-driven
personalization
delivered five to eight
times the ROI on
marketing spend

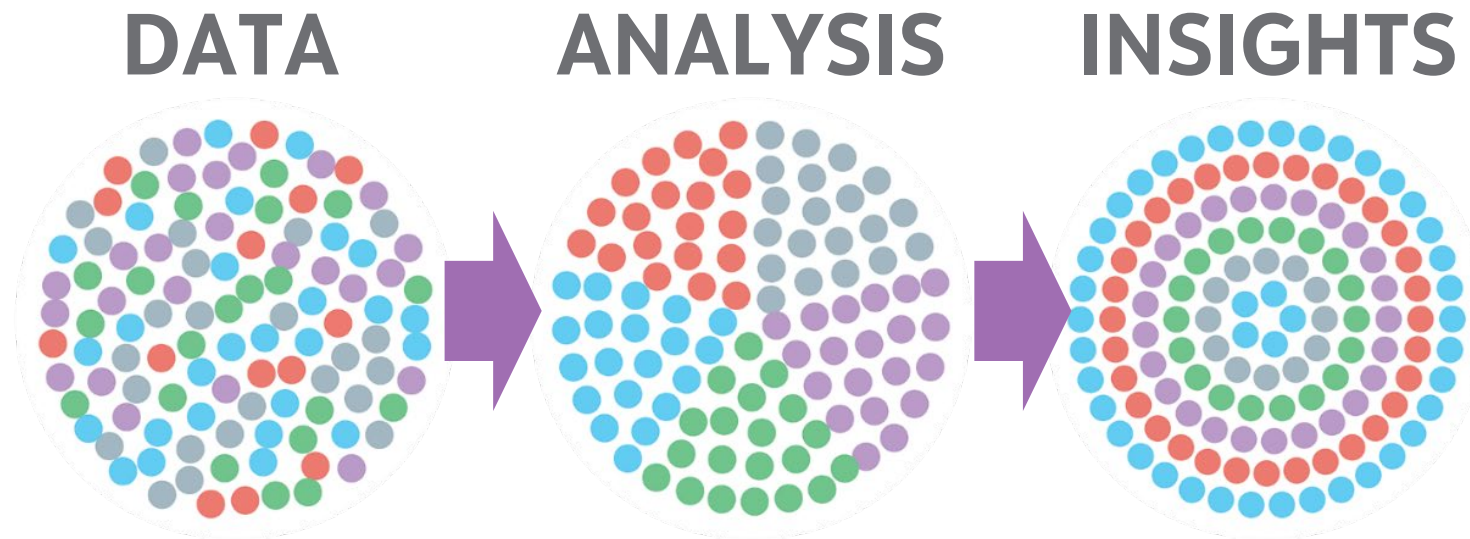
10%

Reduction in costs by
businesses that use
big data

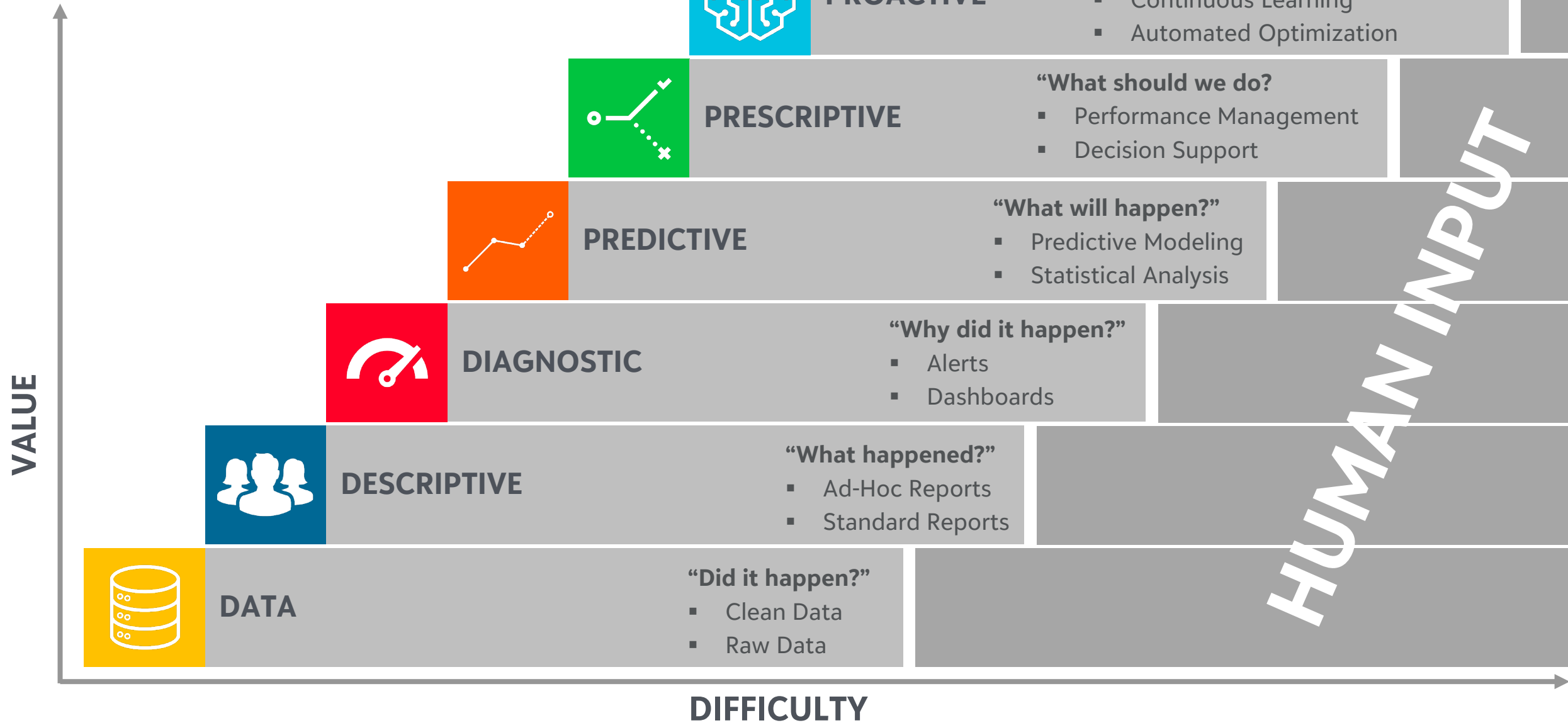
60%

of marketers struggle
to personalize
content in real time,
yet 77% believe real-
time personalization
is crucial.

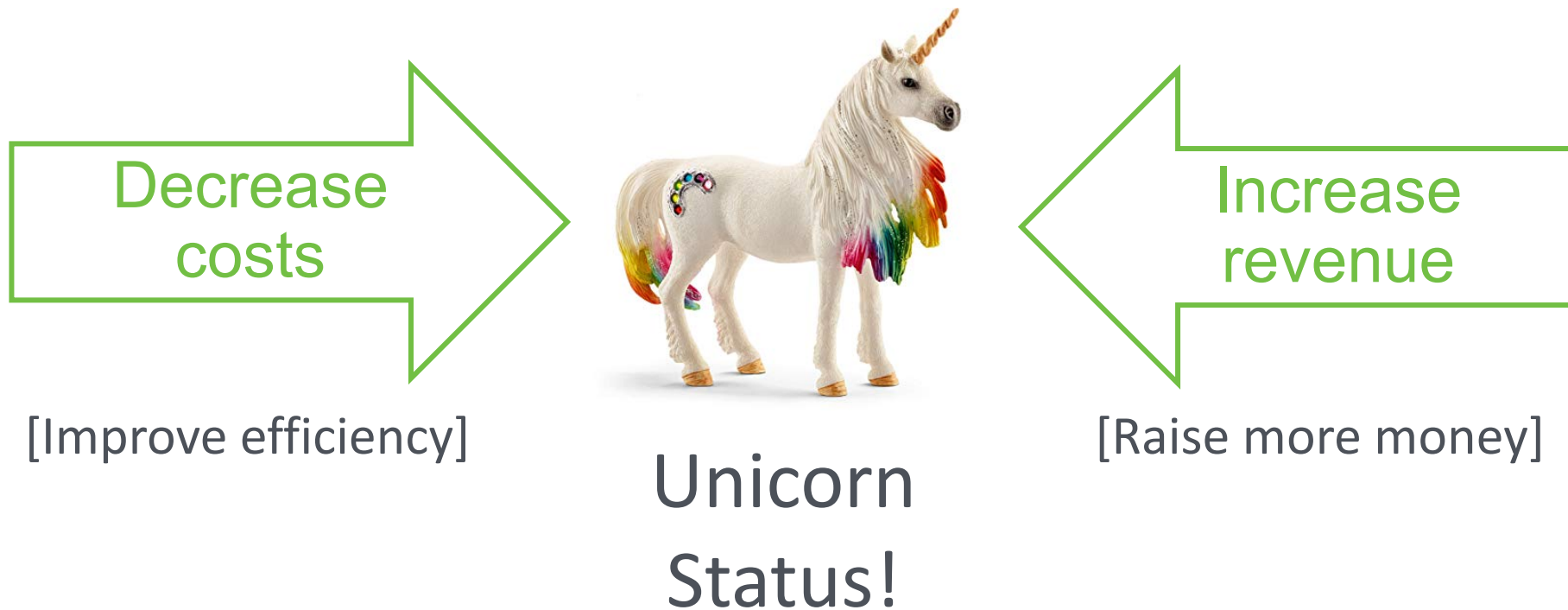
ANALYTICS is the process of transforming data into INSIGHTS



TYPES OF ANALYTICS



Analytics help you perform better...



The Mindset of a Data Driven Organization

“Data is not a foreign object.”

-Christoph Gordon,
Chief Water Officer,
charity:water

Data is part of the daily workflow and forms the basis for how decisions are made.

Data driven nonprofits embrace the use of information to accelerate change.

Focus on “smart data” that identifies problems worth fixing and opportunities worth pursuing.

Invest in laying a solid foundation with data integrity a high focus area.

Have champions at all levels of the Organization

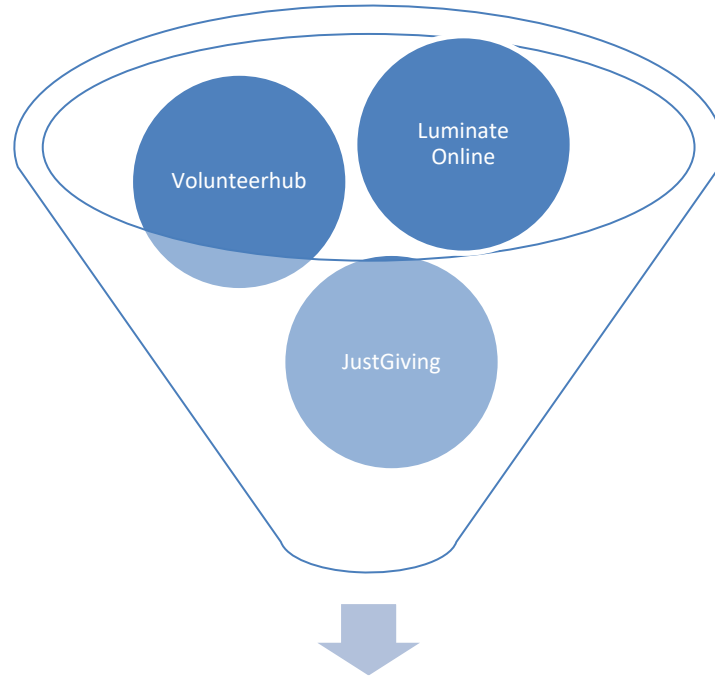


Brianna McCabe Allredge

Central Texas Food Bank

Data Increase and Dirty Data

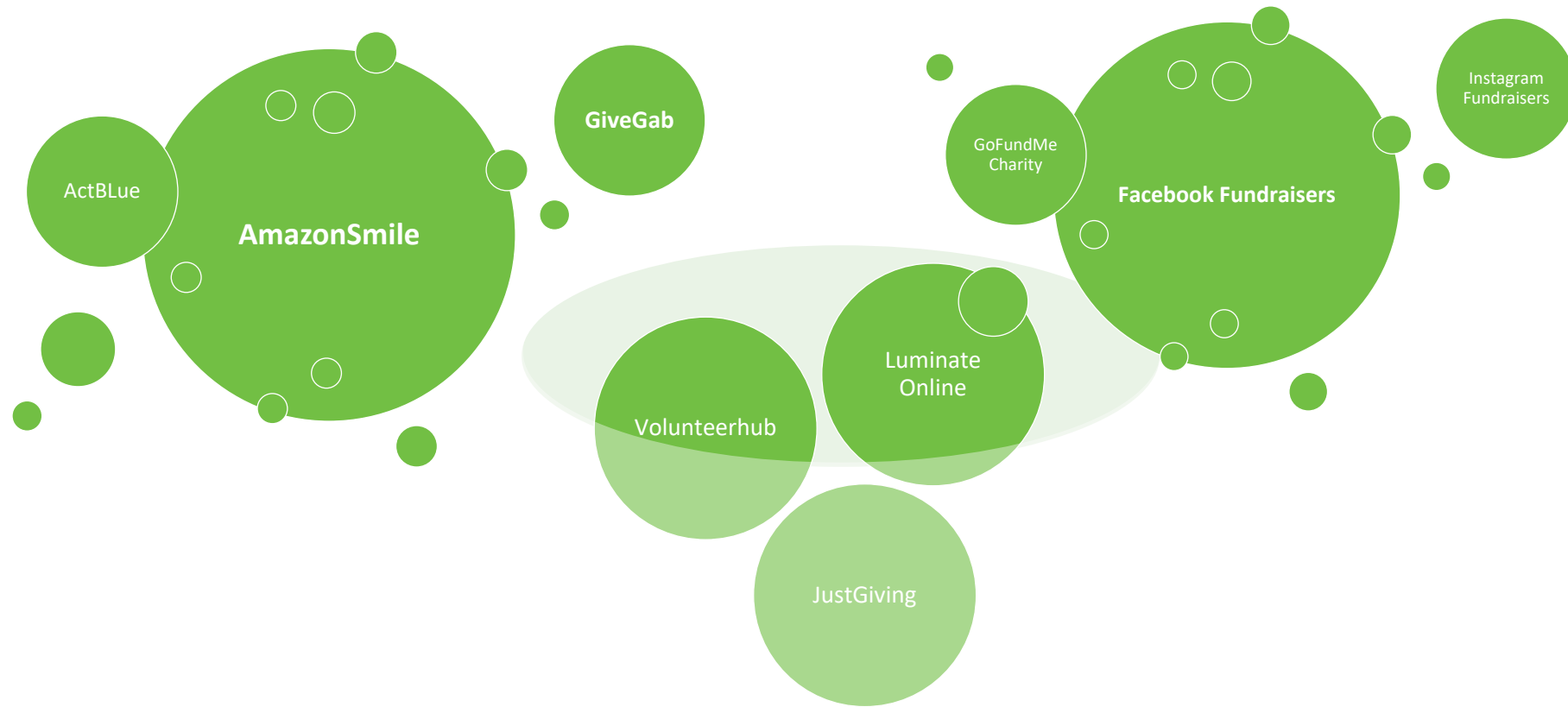
The outpouring of support for food banks as a result of the COVID-19 pandemic generated a mass of new* constituent data.



Raiser's Edge NXT



The mission of the Central Texas Food Bank is to nourish hungry people and lead the community in the fight against hunger.



Raiser's Edge NXT

**Some “new” constituents were existing Food Bank supporters that ended up with duplicate records.*



The mission of the Central Texas Food Bank is to nourish hungry people and lead the community in the fight against hunger.

One Step Forward, Two Steps Back

We are taking time to pause, evaluate and optimize our processes in order to avoid data missteps that could hinder us going forward.

- ✓ Identify the problems
- ✓ Outline a solution
- ✓ Construct a support system
- ✓ Execute the plan



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The Importance of Good Hygiene

Good data hygiene = Data free of errors, is consistent and accurate.

- Incorrect data can equal bad decisions.
- Incorrect data impacts constituent records.
- The more data you bring in, the bigger the problems.



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Patching Data Holes

Missing key information? Information out of date?



Ask for it,
directly.



Observe or
track
constituents.



Experiment.



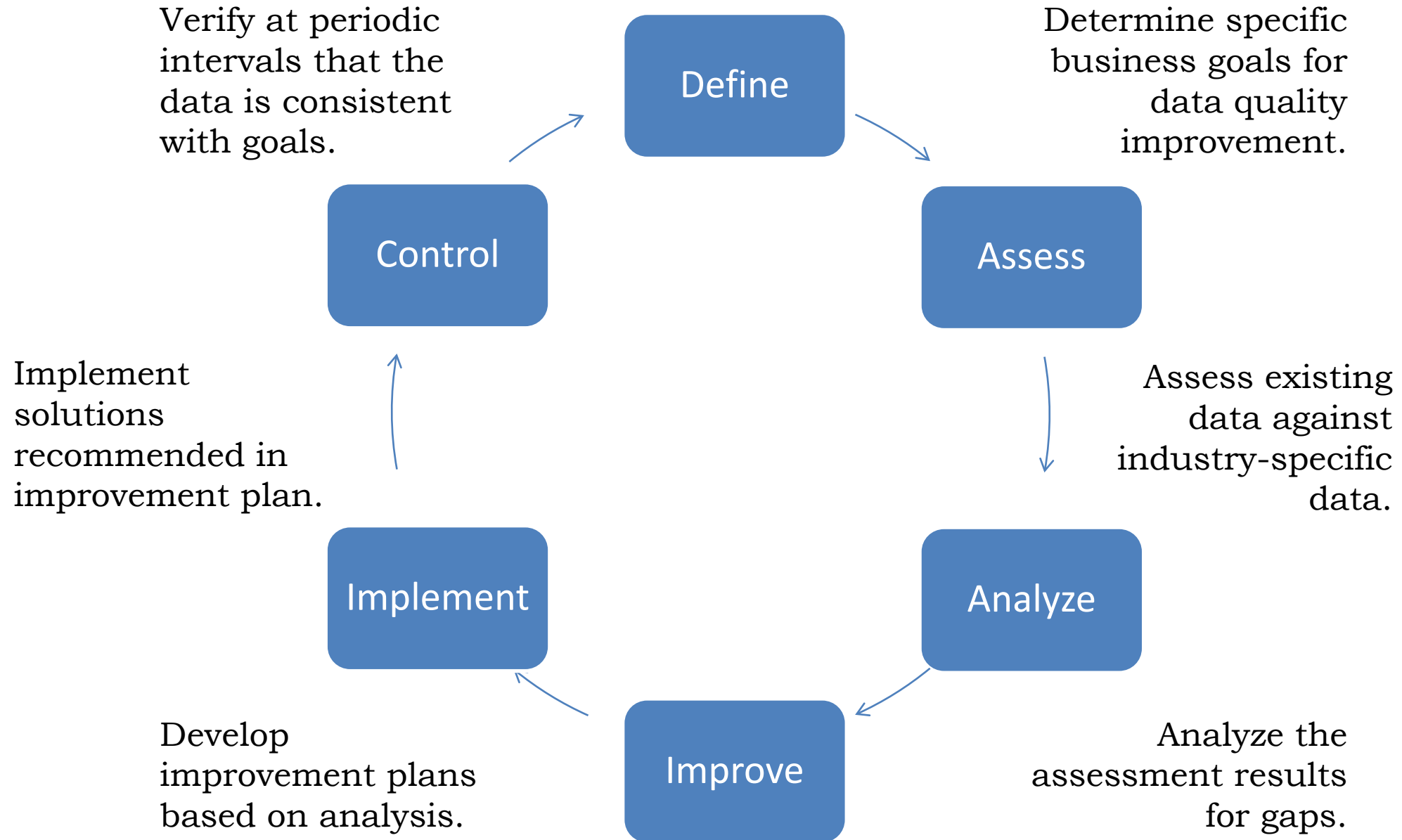
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Cleaning Dirty Data

- Develop a “Data Quality Plan” and set expectations for your data.
- Standardize constituent data at every for your “true north” database (ours is Raiser’s Edge).
- Validate the accuracy of your data.
- Identify duplicates.
- Append data.



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Where We Are Today

- Investing in our team by putting power in the hands of our data experts.
- Breaking down data silos and creating consistency and collaboration.
- Creating standards for data definitions.



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Samantha Wright

Food Bank of Central & Eastern
North Carolina

foodbank
OF CENTRAL & EASTERN NORTH CAROLINA

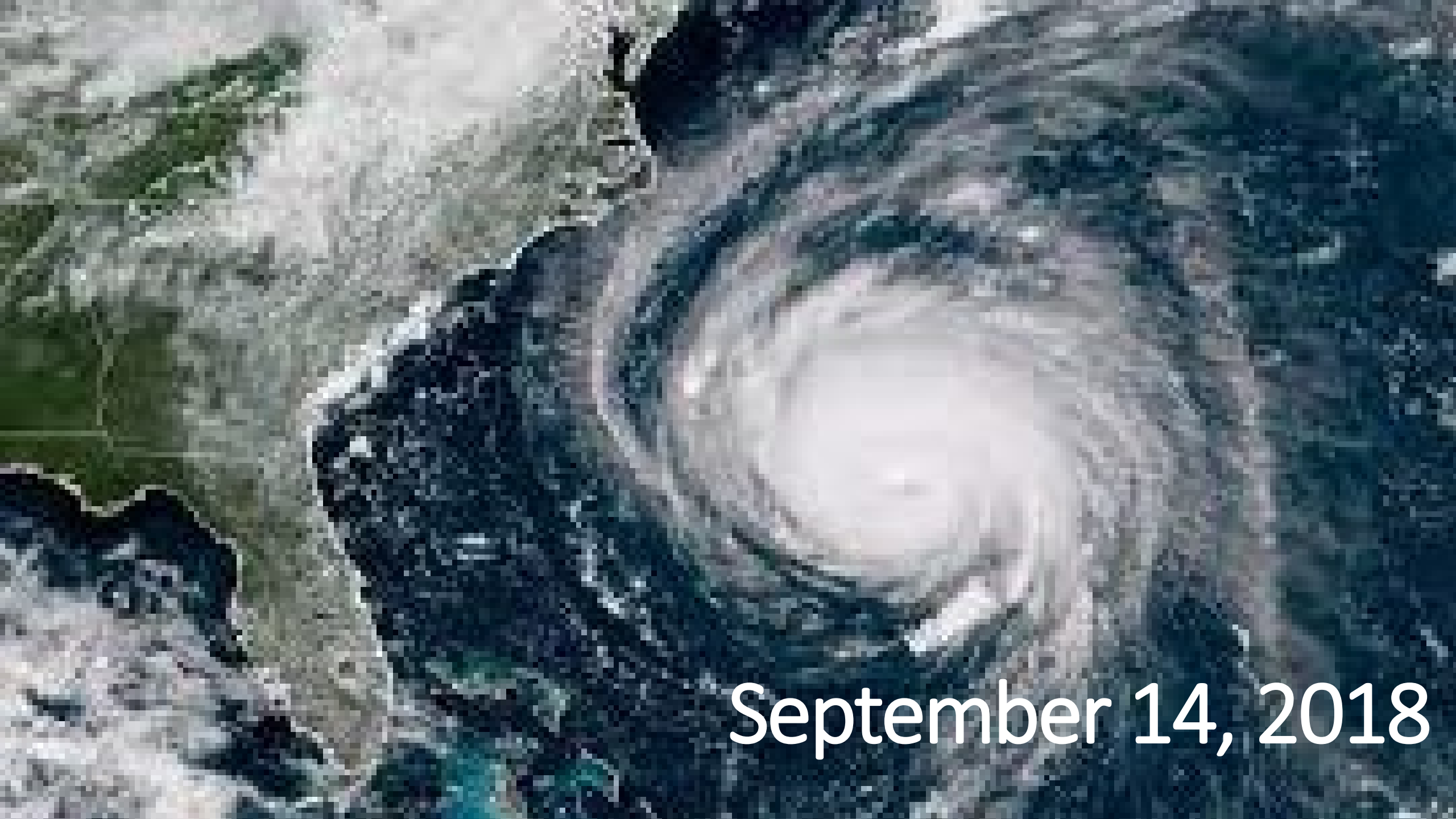
Demystifying Data Analytics

But first, is your database
clean?



Migrated to Raiser's Edge in February 2018

- Reduced database from 200K+ records to under 100K
- Instituted clean data culture
 - Policies & procedures
 - Routine duplicate clean-up
 - Clean fields & tables
- Designated our master database and defined how all other data sources translate
 - Created common denominators
 - Identified ways to work harder not smarter with your finance team



September 14, 2018

Data Analytics + Disaster Response



In the 3 weeks that followed...

\$2.5M in disaster response & disaster-inspired giving

- Over **7,600 gifts**
- Over **4,200 new donors**
- Gifts from **all 50 states**
- 25%** of entire **year's projected revenue in 3 weeks**

Impact on development operations, development & finance teams

What did we learn?

- Mistakes are part of the improvement process
- Create, save, & use clean data tools
- Utilize database fields
- Segmentation is invaluable – even in retrospect!
 - Identify donors outside of your service area
 - Identify donors that give in response to disasters
 - Donor & prospect ratings
- Data management & mining tools can provide instant ROI
- Celebrate trusting your data!

*insert poll

Does your food bank respond
to natural disasters?

Being a disaster-response food bank
was once a unique attribute.

Because of COVID-19,
WE ARE ALL disaster-response food banks.

Data-driven fundraising

How do you budget after disaster response?

- Acquisition
- Retention
- Wealth screening & modeling

How does donor base & revenue growth impact team growth & strategy?

- Giving levels
- Donor base
- Digital fundraising



Data analytics is like Jeopardy

You have all the answers, you just need to *ask the right questions.*

Whether you use RENXT dashboards or good old pivot tables, you still need to ask the right questions.

Start simple!

Data-driven fundraising culture drives success.



Q + A



Session 2: Bring It All Together

TODAY at 2pm ET



Session 3: Virtual Food Drives, Virtual Events and So Much More

July 22 at 12pm ET



Session 4: It's all about the Data and Analytics

July 22 at 2pm ET

Session 5: Finding Mid-level and High Impact Gifts

July 23 at 12pm ET

Session 6: Nostradamus and The Virus

July 23 at 2pm ET

#FoodBankSummit





thank
you!