



Data Asset Management

The REaD Group Data Bursary

In 2008 The REaD Group PLC launched a £25,000 Data Bursary Scheme to help charity and volunteer organisations overcome their reputation for poor data management. The aim of the scheme was to help a charity to eliminate inaccuracies from its donor and prospect database and gain valuable insights on their supporters, which would increase their ROI and decrease the adverse environmental impact from direct mail.

Breast Cancer Care was selected as the recipient of the inaugural Bursary after presenting a unique and well thought out case of how their charity would benefit from the award. As part of the bursary, Breast Cancer Care was given access to The REaD Group's Gone Away Suppression File (GAS), Xpression and The Bereavement Register (TBR) together with MPS and PAF-checking filters. Further to this, The Group performed analysis on the Breast Cancer Care database and advised them on list buying.



Breast Cancer Care is the only UK-wide charity dedicated to providing information, practical assistance and emotional support to people affected by breast cancer. They are there for anyone affected by breast cancer, bringing

people together, providing information and support, and campaigning for better treatment and services for people with breast cancer. They use their understanding of people's experience of breast cancer and their clinical expertise in everything they do.

Breast cancer is the most common cancer in the UK with nearly 46,000 people (including 300 men) newly diagnosed each year. Every year, Breast Cancer Care responds to over one and a half million requests for support and information about breast cancer or breast health concerns. All of their services are free.

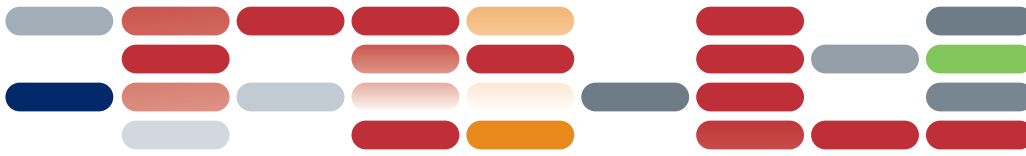
When charities get their data wrong, the great British public is more likely to quietly disapprove or withdraw support than to complain; after all, they're a charity and mean well, and it wouldn't do to damage them. So while charities wrestle with the same issues taxing commercial organisations, they're less likely to hear when they get things wrong, and therefore less likely to be able to put things right.

This is further complicated for care charities for whom brand damage will not only hinder their ability to raise vital funds, but can also deter potential beneficiaries from using their services. Therefore, strong data management is just as important for UK care charities as it is for commercial brands. For Breast Cancer Care, the timing of the bursary was critical as they were embarking on a new direct marketing programme to help diversify their income portfolio. Before receiving the data bursary the charity already used and applied PAF updates to reduce the chance of address anomalies but was keen to improve its matching of deceased contacts; explore the possibility of reactivating older records which hadn't been contacted in some time; and to reduce waste from mailing contacts who had moved.

In addition to de-duping and cleaning the database against suppression files such as GAS and TBR, The REaD Group was able to identify 5,400 new addresses by screening the identified Gone Away records against GAS Reactive, a relocation file that tracks home movers to their new address.

With approximately two thirds of Breast Cancer Care's income generated through its marketing activities, the quality of its supporter database is of paramount importance to the charity. With the foundation work done, Breast Cancer Care was keen to gain additional insight about its supporters to help them contact the right supporter, with the right message, at the right time.





The charity's supporter database consists of nearly 300,000 records. With little previous data analysis available, Breast Cancer Care had limited knowledge of its supporters and wished to identify its main supporter segments and associated 'supporter journeys' to enhance their marketing capabilities.

In discussion with The REaD Group team, Breast Cancer Care created seven supporter segments for profiling against CAMEO, a consumer classification tool used by The REaD Group. The profiling identified 'Susan' to be Breast Cancer Care's most important supporter, finding her to be prevalent in all seven segments. However, the segments did differ in their make up and other supporter types were also identified as being important to the charity. One of the most compelling aspects of this part of the research for Breast Cancer Care was the propensity modeling possibilities that the CAMEO profiling enhanced, eg if Susan attended their fashion show annually, might she also make a monthly gift?

The desired 'supporter journey' work proved more challenging than anyone had anticipated. While The REaD Group had previously carried out such mapping for lifestyle consumer brands, the challenge of mapping charitable support proved complex. What constituted a step in a journey? Multiple donations or multiple types of giving? The teams started discussing 'micro' and 'macro' journeys.

However, the analysis concluded that Breast Cancer Care didn't have a single supporter journey. While this initially worried the team, the additional knowledge gained about the paths taken by supporters was considerable and it has helped them to implement further propensity modeling analysis to support specific campaigns.

The information gained about the supporter segments has enabled Breast Cancer Care to apply CAMEO uplift specifications to their acquired prospect lists to help them identify potential supporter matches. For Breast Cancer Care the strongest indicator of success for prospects lies in the quality of the list used, but the additional profile specification reduces risk and enhances the likelihood of obtaining improved return on investment.

Going forward, Breast Cancer Care is committed to increasing the awareness of its work and fundraising initiatives through well thought out and carefully executed marketing campaigns. The charity is now working on its CRM strategy to help market its services and fundraising products sensitively, to deliver its charitable aims and to increase income, all of which is underpinned by high quality data management.



Catherine McCrohan,
Breast Cancer Care's Head of Supporter Services and Direct Marketing

