

Closing the Tech and Data gap

To maximise the impact of your supporter experience

manifesto

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AnimalsAsia

Kindness in action

A big warm hello and welcome



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Hello, we're manifesto

We bring together human-centred design, data, technology and new ways of working to help purpose-led organisations grow with confidence, adapt with resilience and deliver lasting impact.

Our shared vision for today

In our research, Mind The Engagement Gap, we heard from the sector that tech and data is the biggest challenge holding back Supporter Experience.

We'll explore where and why tech and data challenges are holding back supporter experiences and share a practical framework to help you start closing those gaps in 2026.



**Tech and data:
the biggest opportunity...
and the biggest headache**

Why tech & data?

In commercial sectors, Martech takes about 2% of revenue (Gartner 2025).
Chronic underfunding has left charity sector behind.

For audiences

76% get frustrated when there isn't personalisation (McKinsey)

Remain competitive

80% CMO's plan to increase Martech spend (McKinsey)

Doing things faster and on scale

40% measurable cost efficiencies from AI driven automation (McKinsey)



AI opens a new frontier of possibilities to unlock value through its scale

- Martech utilisation has dropped to **49%** — organisations are using less than half of the capabilities they've already paid for (Gartner)
- **70%** of nonprofits believe AI can help reduce workload and improve communications, but 60% say they lack the expertise to assess tools ([2025 AI Equity Project](#))
- **75%** of nonprofits believe that generative AI has the potential to transform their marketing efforts, but only 25% have “concrete ideas” for how generative AI is applicable in their organisation. [[Google.org](#)]

Our shared problem

What audiences are seeking has **changed**.

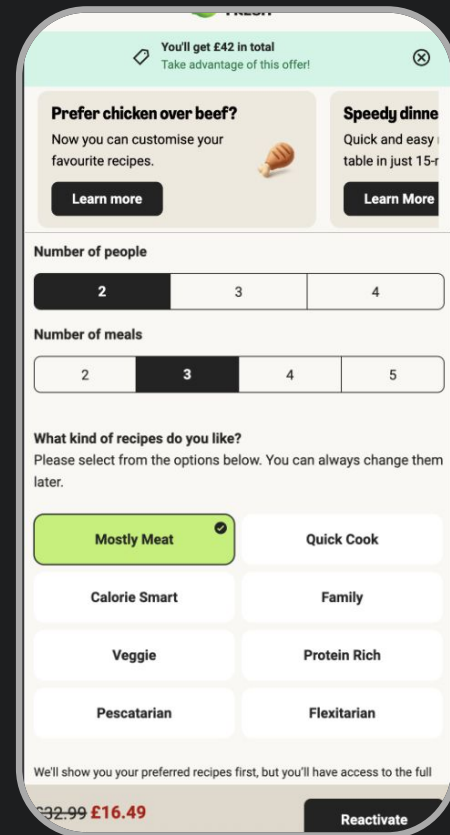
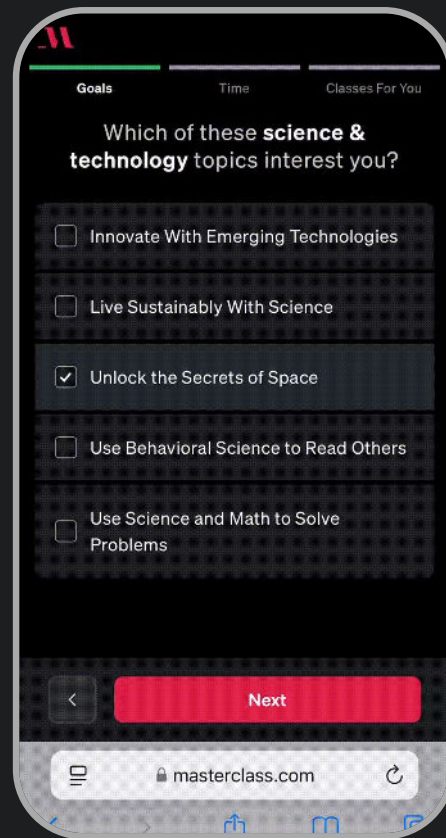
The gap between what audiences **want**,
and what organisations are **delivering** is
widening.



This is what you're competing with

Expectations are refreshed with every interaction we have.

Everytime we're **delighted** or **disappointed** it resets the bar



We researched...

Real ambitions
300 charities

Real experiences
2,000 supporters

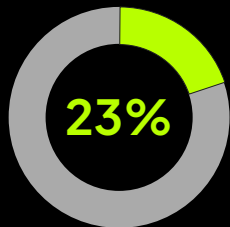
The biggest pain point

Tech & Data

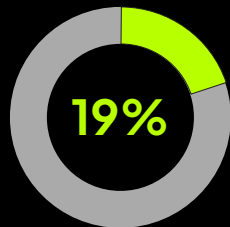
Experiences are delivered from sprawling, disconnected technology stacks that mirror organisational silos.

Why?

What we found:



Systems are incompatible



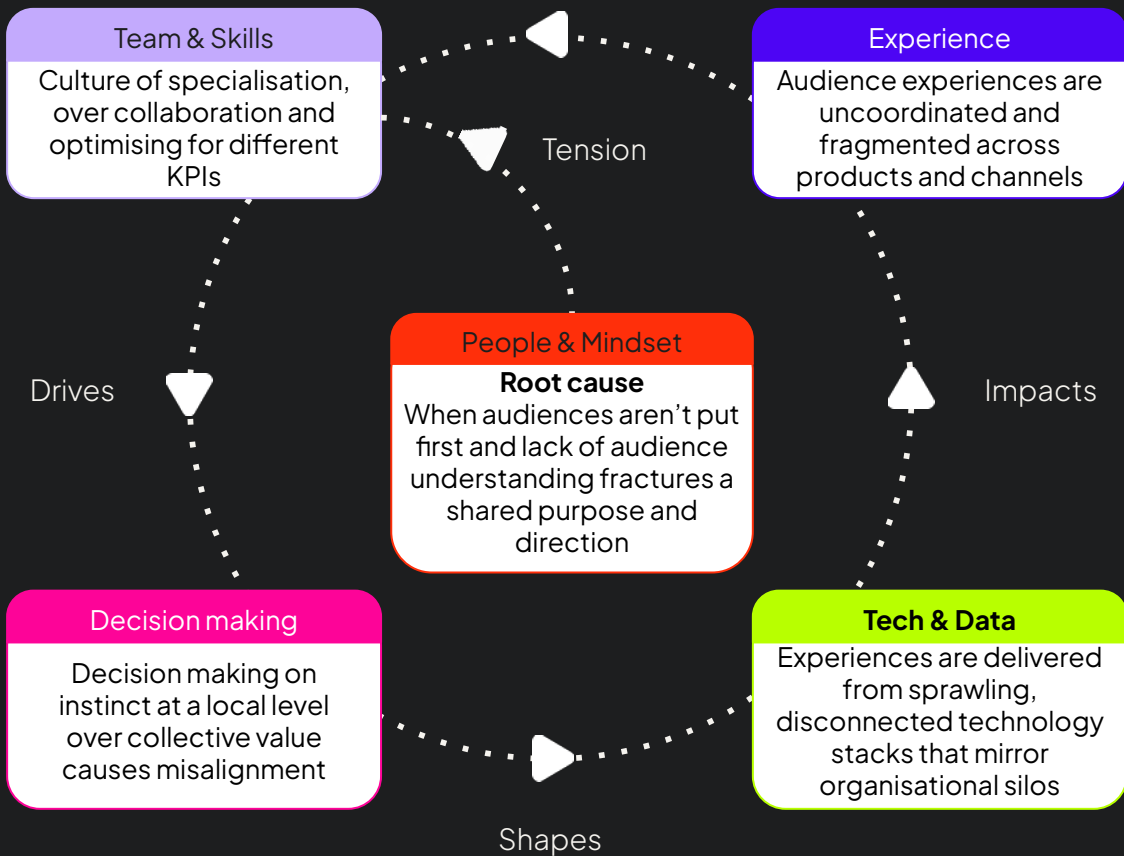
Data is incomplete



**But Tech and Data
doesn't operate in
isolation...**



Reinforces



What we found...

When the system reinforces we find ourselves in a lock in.



The 3 types of technology situations...

Scenario

**You need to go somewhere, you
open your garage door and
find...**

'creaking' tech

01

Creaking tech

Investment hasn't matched ambition. You've outgrown the platform.

Personalisation is hard, channels won't unify, the UI is painful, and integrations fight you at every turn.

Strategy:

Design the future of experience aligned, extract requirements, and align tech & data vision to build investment case.



'sprawling' tech

02

The sprawling garage

Every team has procured tech independently.
Nothing's connected.
Fragmented experiences.
Teams go rogue out of frustration with policies.

Strategy:

A full tech and data audit for overlaps.
Align requirements, build roadmap for consolidation and co-create governance.



'untapped' tech

03

Untapped potential

You've got the tool but you're using 10% of it. The implementation just lifted what existed before into the new platform. Limited end-to-end experience design.

Strategy:

Apply audience insights, conduct a future of supporter experience workshop to ideate and turn into requirements/testing backlog.



Tech and Data are often treated as the most visible symptom whilst deeper causes exist behind, corroding potential long term impact.



Tech and Data is not a strategy alone.

You need to know:

- What value it will bring to audiences
- How it meets organisational outcomes
- What you want to do with it
- What features do you actually need
- How it will bring greater alignment between teams
- The processes it will need to enable
- How teams will embrace change and adapt
- How tech will integrate across the system
- How it is maintained, governed, invested in over time



Solving Tech and Data problems as a key part of a wider system.

Considering why tech and data is a challenge, will protect
you from these garage situations happening again



Hearing from Animals Asia

Animals Asia ambitions

Supporter Experience Fundraising Strategy Vision

Our department exists to build lasting, meaningful relationships with the people who power our mission – supporters, partners, and communities.

We are evolving from a product-centric model, where success is defined by campaigns, channels, and outputs, to an audience-centric approach, where success is measured by the quality of the experiences we create and the depth of engagement we inspire.

**Tech and data challenges:
Garage was mixture of
Sprawling and Creaking.**

Supporter Experience Tech and Data project

What we did

Securing the future of supporter engagement at Animals Asia

Design a future fit technology architecture that connects our systems, data and teams so we can deliver better supporter experiences at scale and build the tech and data engine for sustainable income growth.

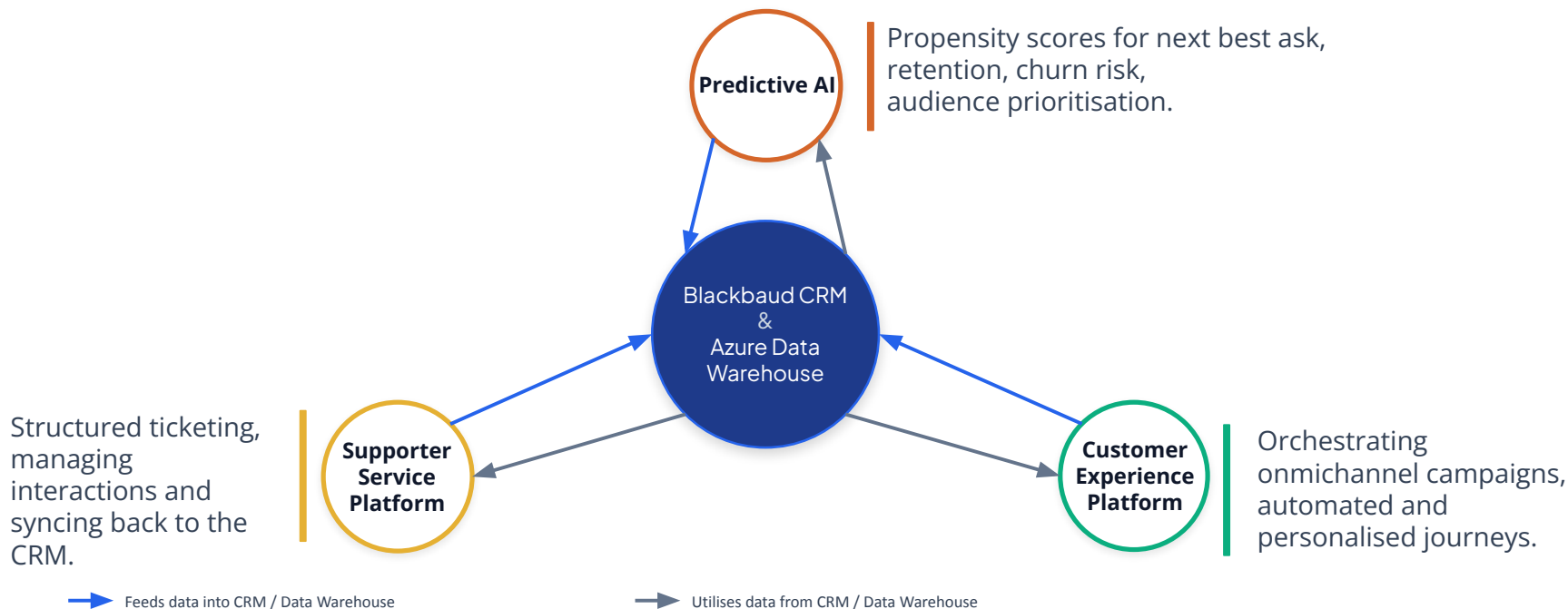
How we did it



A simplified, connected ecosystem.



A **connected, composable** architecture surrounding Blackbaud CRM with fit-for-purpose engagement layers.



Technology and data is the enabler, not the strategy itself



Animal Asia's ambition to move from a product led model to an audience centric approach that builds sustained, deepening relationships with supporters.

Technology and data has been holding you back and will be the **engine** that powers it.

The quality of what we design and our ability to deliver it at scale are two sides of the same coin.

Brilliant experiences designed without the technology to deliver them stay on paper.

+²⁸

Brilliant technology without well designed experiences is just expensive tech

The benefits we'll unlock



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Moving from long lead times and manual effort to predictive, proactive, and relevant supporter experiences.



Predict, don't react

Look at behaviour patterns to spot lapse risk early and act with a tailored 'win-back' before supporters leave.



Faster, more relevant campaigns

Marketers describe the supporter type, the system finds the audience. Governance rules are pre-set, not re-checked each time.



A single source of truth

BBCRM stays the system of record. Azure DW provides one set of governed, consistent data to every connected platform.



Better supporter care

Structured ticketing, automated routing, and donor context surfaced in the agent workspace at the moment of contact.



Time back to the team

Reclaim significant team time currently lost to clunky tools redirected toward strategy, optimisation, and supporter relationships.



A foundation that scales

Composable architecture means new tools can plug in without rebuilding what's already in place.

Reflections and learnings on how to close the Tech and Data Gap

Thank you for listening

Any questions?

Download the 'Mind The Engagement Gap' whitepaper for more insights & recommendations



manifesto



dotdigital

Bringing together human centred design, data, technology and new ways of working to help purpose driven organisations thrive.

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