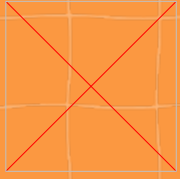


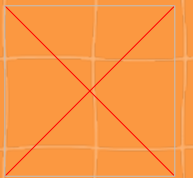
# DATA & IT INFRASTRUCTURE TO SUPPORT SUPPORTER EXPERIENCE

Enhancing engagement  
through robust technology  
frameworks





# **SETTING THE CONTEXT: WHY INFRASTRUCTURE MATTERS**



# The link between supporter experience and data & IT foundations



## Impact of IT on Experience

Data and IT infrastructure heavily influence supporter experience by enabling smooth, relevant, and timely interactions.

## Infrastructure and Personalization

Well-designed systems help charities recognize supporters individually and respect their preferences effectively.

## Staff Efficiency and Data Access

Accurate shared information empowers staff to respond confidently, avoiding manual workarounds and delays.

## Trust through Data Security

Data protection and governance build supporter trust, enabling loyalty and long-term engagement.



# The Shift Charities Need to Make



# From siloed, manual processes to integrated, cloud-based ecosystems



## Challenges of Fragmented Systems

Charities often face fragmented systems with duplicated data and delayed updates, causing inefficiencies and GDPR risks.

## Integrated Cloud Ecosystem Benefits

An integrated cloud-based ecosystem with a single CRM enhances data flow, personalization, and reduces staff workload.

## Role of Cloud Infrastructure

Cloud infrastructure enables flexible work, collaboration, resilience, and easy scaling for growing charities.

## Organizational and Cultural Shift

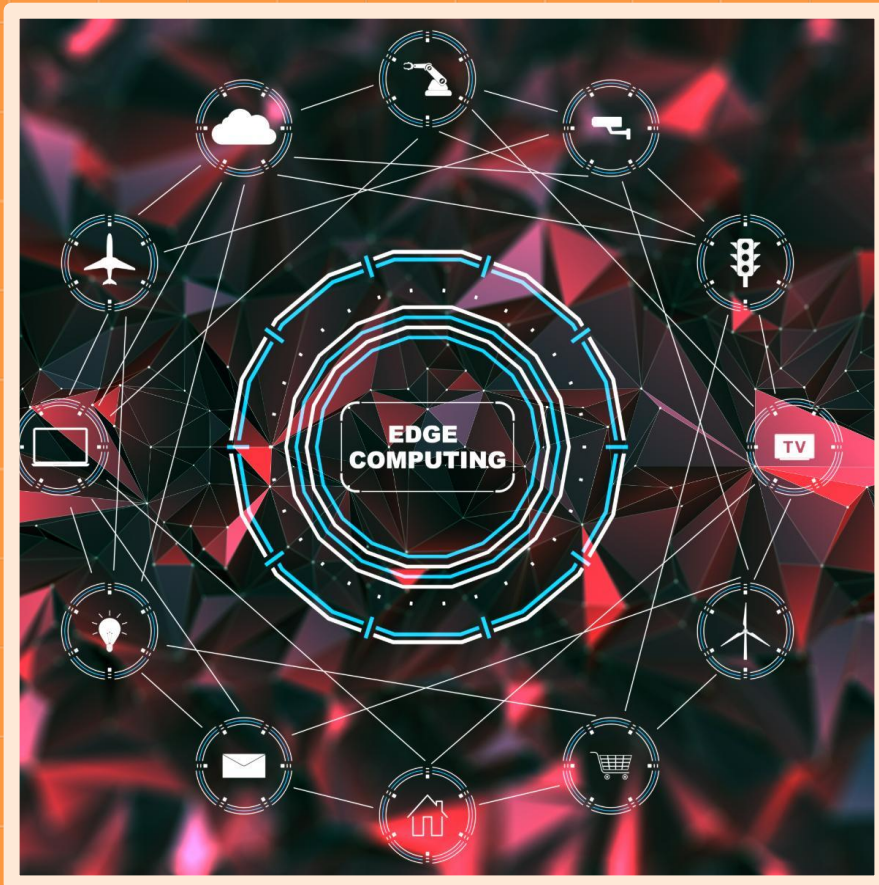
Successful transition requires mindset changes, governance, and prioritizing integration and security.



# **Core Building Blocks of Supporter-Focused Infrastructure**



# CRM, integration, digital engagement and cloud foundations



## Centralised Data Management

CRM systems store complete supporter records, enabling personalised engagement and stewardship.

## System Integration

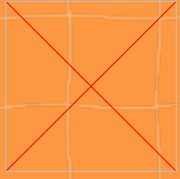
Integrating CRM with donation tools and marketing platforms ensures up-to-date, connected supporter data.

## Digital Fundraising Tools

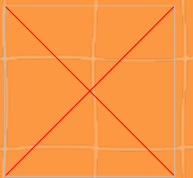
Mobile-friendly donation forms and automation platforms reduce friction and increase supporter control.

## Cloud Infrastructure

Cloud tools enable secure collaboration and access to information anytime, anywhere.



# **SECURITY, GDPR AND TRUST**



# Protecting supporter data as part of the experience



## **Data Security and Trust**

Supporter trust depends on responsible handling of personal and sensitive data by charities. Breaches damage reputation and engagement.

## **Strong Security Infrastructure**

Embedding security measures like multi-factor authentication and backup procedures builds a reliable data protection framework.

## **GDPR Compliance Systems**

Systems should enable consent management, data minimization, retention rules, and efficient subject access responses at scale.

## **Clear Communication and Training**

Transparent communication and staff training on risks like phishing enhance supporter confidence and reduce risks.



# Using Insight to Improve Experiences



# From reporting to data-driven decisions



## **Analytics for Supporter Insights**

Analytics tools reveal supporter behavior patterns, fundraising trends, and campaign effectiveness to improve engagement.

## **Prioritizing Impactful Improvements**

Focusing on key questions helps charities enhance donation journeys and boost supporter experience and income.

## **Ethical Use of Predictive Analytics**

Predictive analytics aids donor identification and churn prevention when data is accurate, well-governed, and ethical.

## **Continuous Refinement and Personalisation**

Responsible insight use enables resource allocation, testing, and personalized supporter journeys for mutual benefit.



# Practical Next Steps for Charities



# Starting small and improving one supporter journey at a time



## **Audit Existing Systems**

Start with a simple audit to find data locations, manual workarounds, and risks in supporter systems.

## **Focus on Key Supporter Journeys**

Prioritize improving important journeys like donations, event registrations, and welcome experiences.

## **Enhance Security and Training**

Strengthen security measures and train staff to use systems consistently for better data handling.

## **Outcome-Focused Iteration**

Make improvements that enhance supporter experience, building confidence and value over time.