

How Insight pocketed an extra  
£1.5m for RNIB *and* the Insight SIG  
Classic Analysis Award

# Fundraising Campaign Checklist

- Define outcome or goals
- Define the audience
- Define desired actions (from audience)
- Determine timeline
- Decide what resources are needed
- Determine key movers and shakers – who will run campaign
- Decide how to accomplish goals, how is the story going to be told in a compelling manner
- Decide which communication channels to use
- Determine measures of success

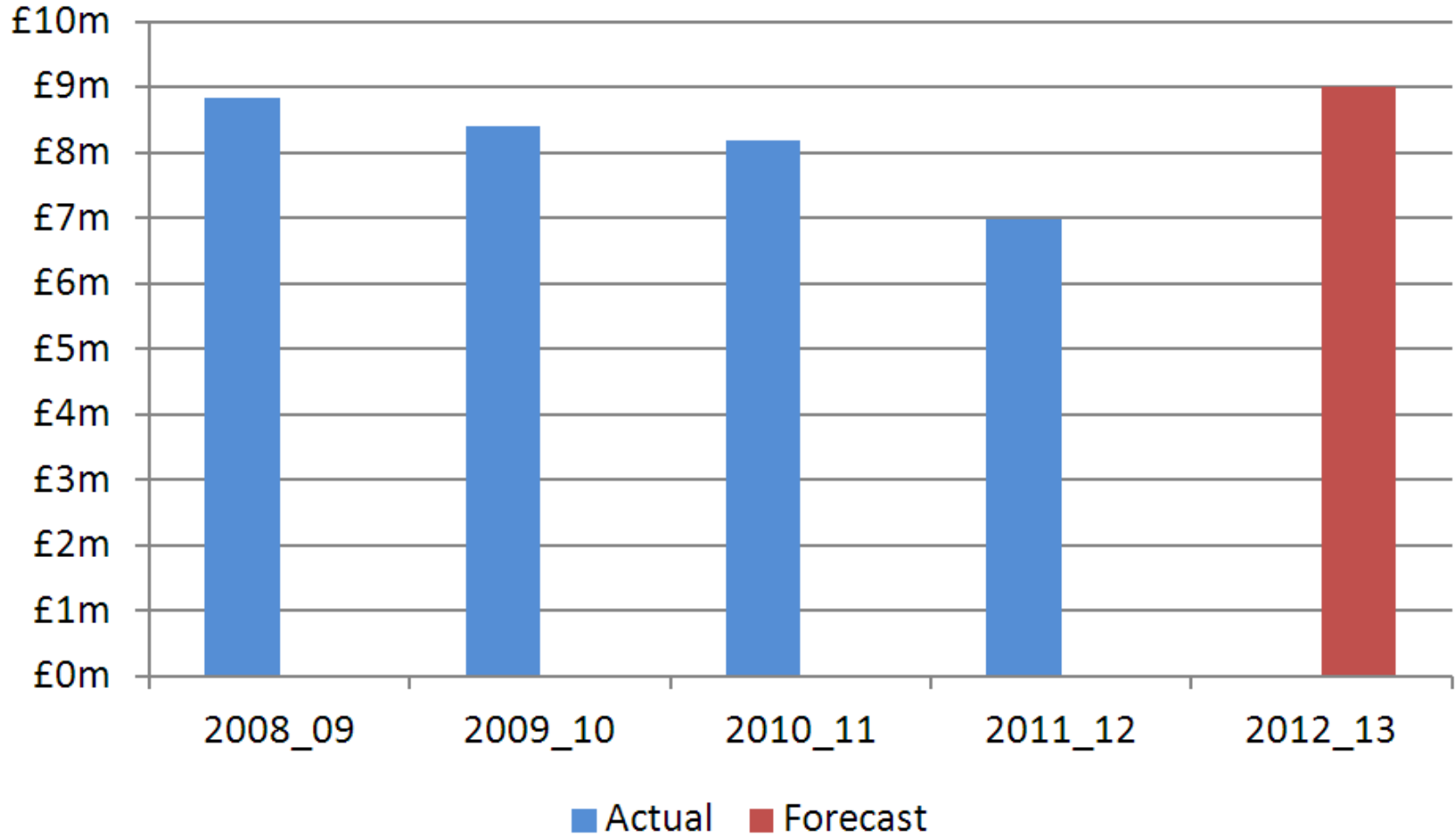
- Define outcomes or goals –in this case there were 2 things;
  - Showing DOF/FMT that if nothing changed there would be an income gap for Raffle activity. Failure for FMT to agree on size of problem was the issue here.
  - Showing DOF /FMT that there was an alternative course of action that would result in less of a gap – so that they could sign off this activity

- Define the audience – in this case DOF was primary, with members of FMT also needing to understand the analysis – buy in essential
- Define desire actions – here, the commencement of meetings which address the issue and the completion of a new strategy
- Determine timeline – analysis showed we needed to put things in place before the start of the Xmas 2012 Raffle campaign.

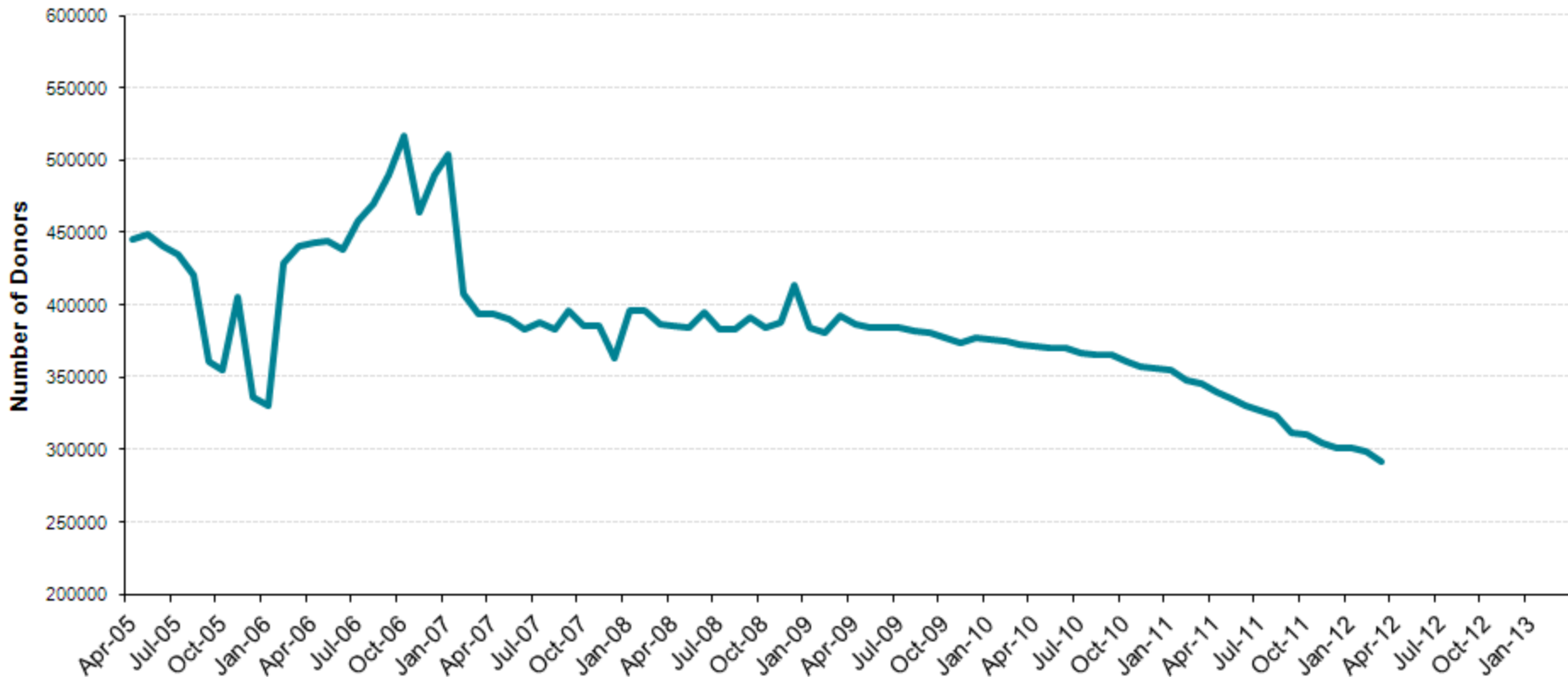
- Decide what resources are needed – most already available
- Determine key movers and shakers – DOF/FMT.
  - Obviously the Insight unit, a point here is that strong credible relationships count for a lot, I'm not sure you can do this in a day . . .

- Decide how to accomplish goals i.e. **how is the story going to be told in a compelling manner.**

# Original Forecast

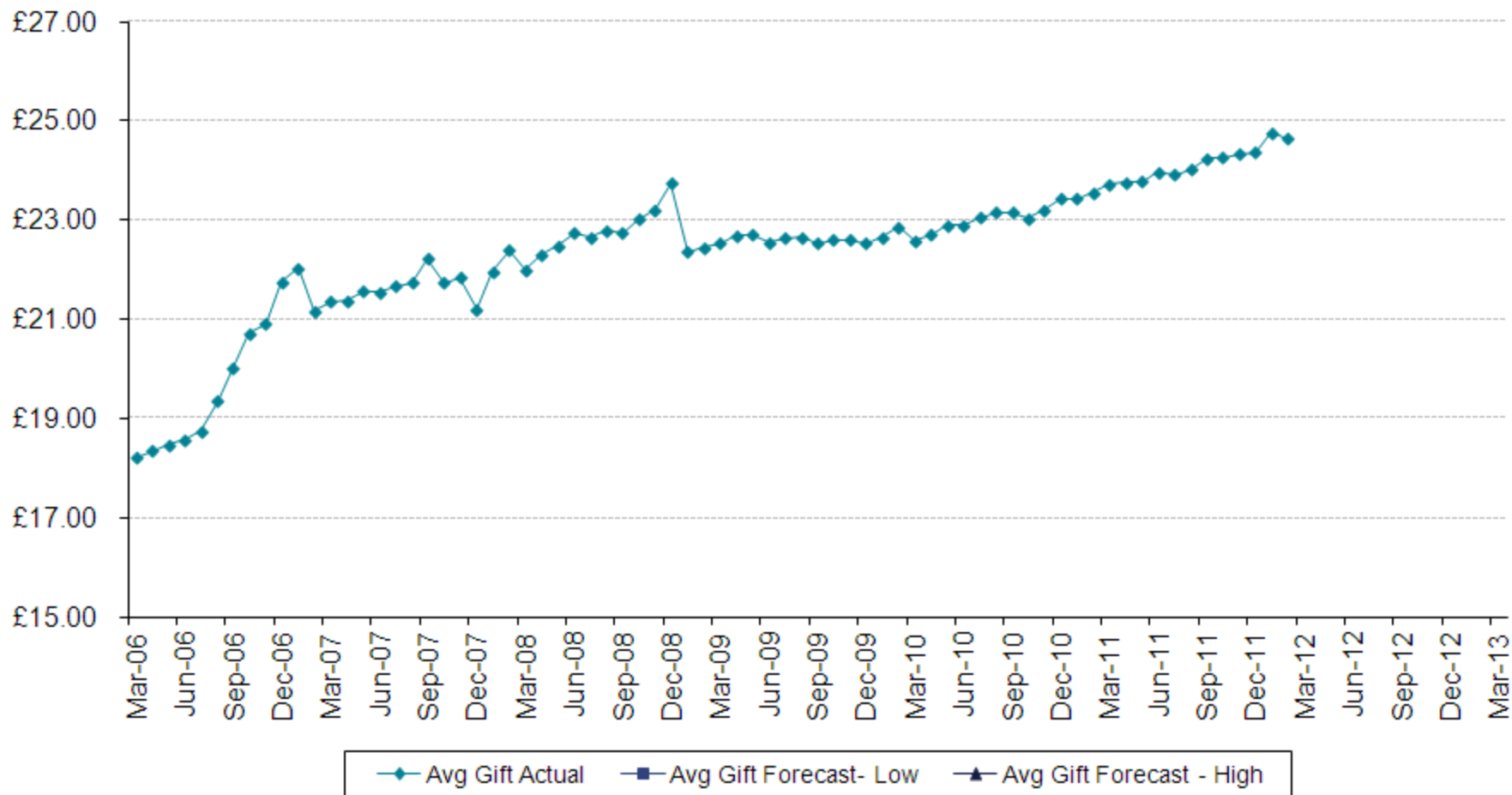


**RNIB Raffle Active 1 Number of Donors**

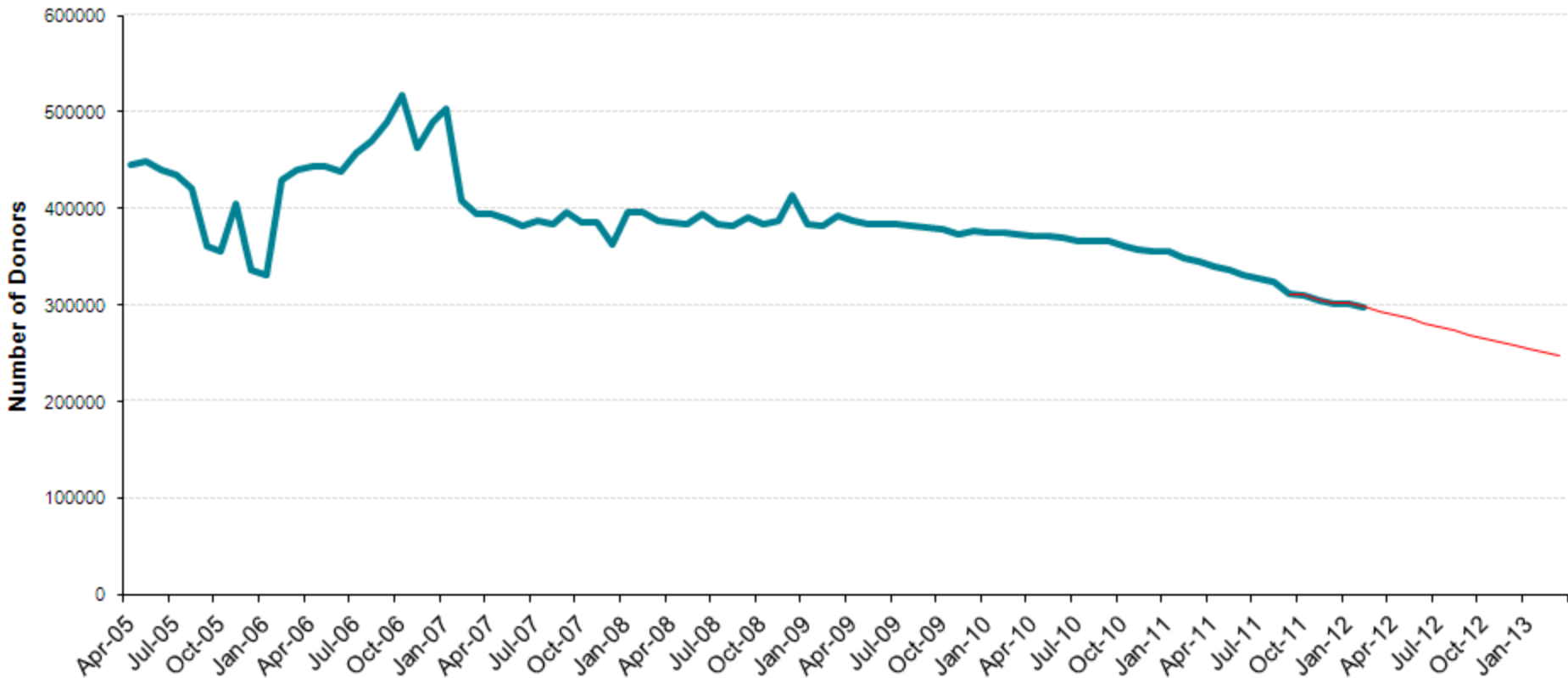




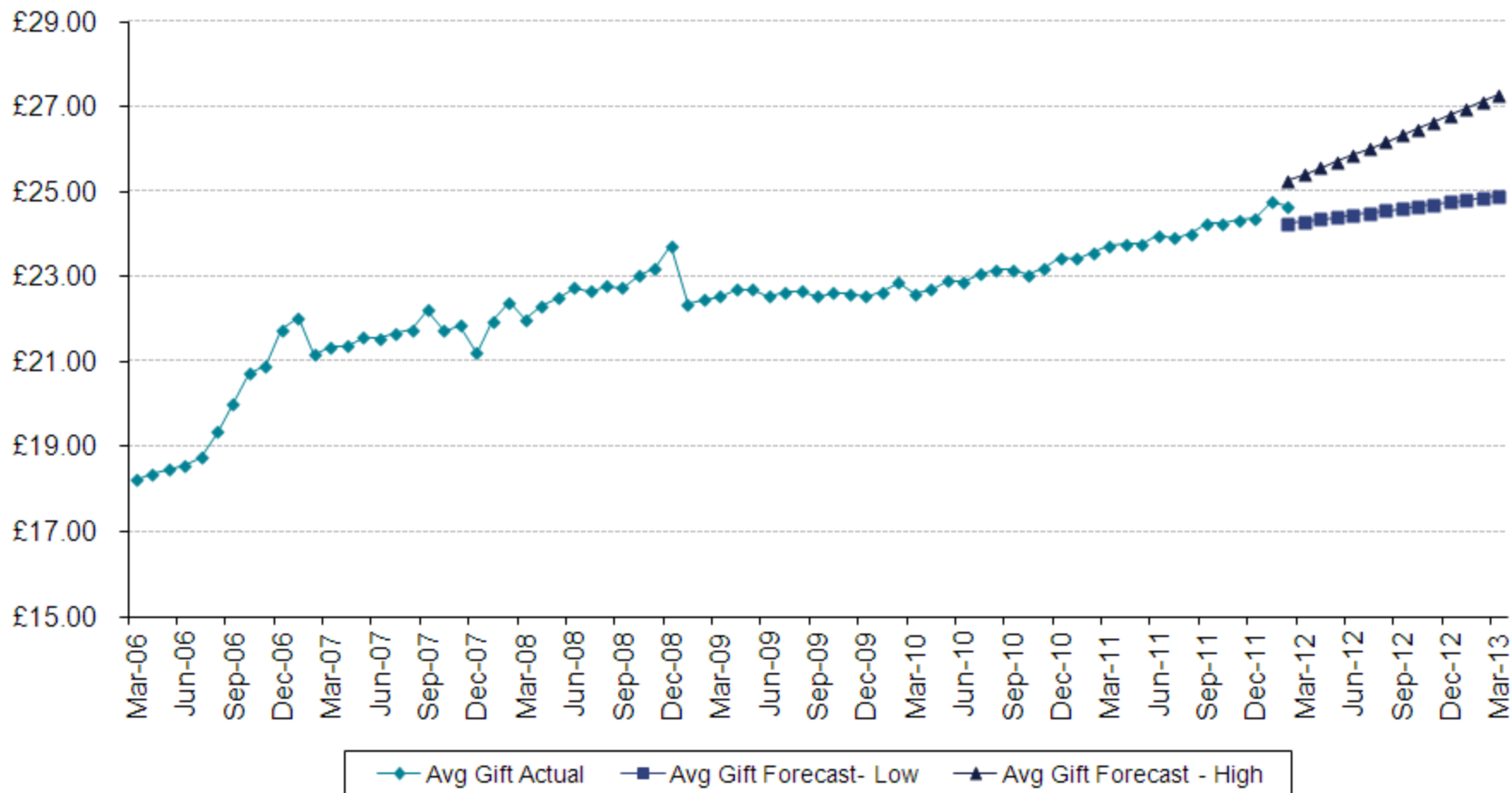
### Rolling 12 month Average Gift per Active 1 donor



**RNIB Raffle Active 1 Number of Donors**



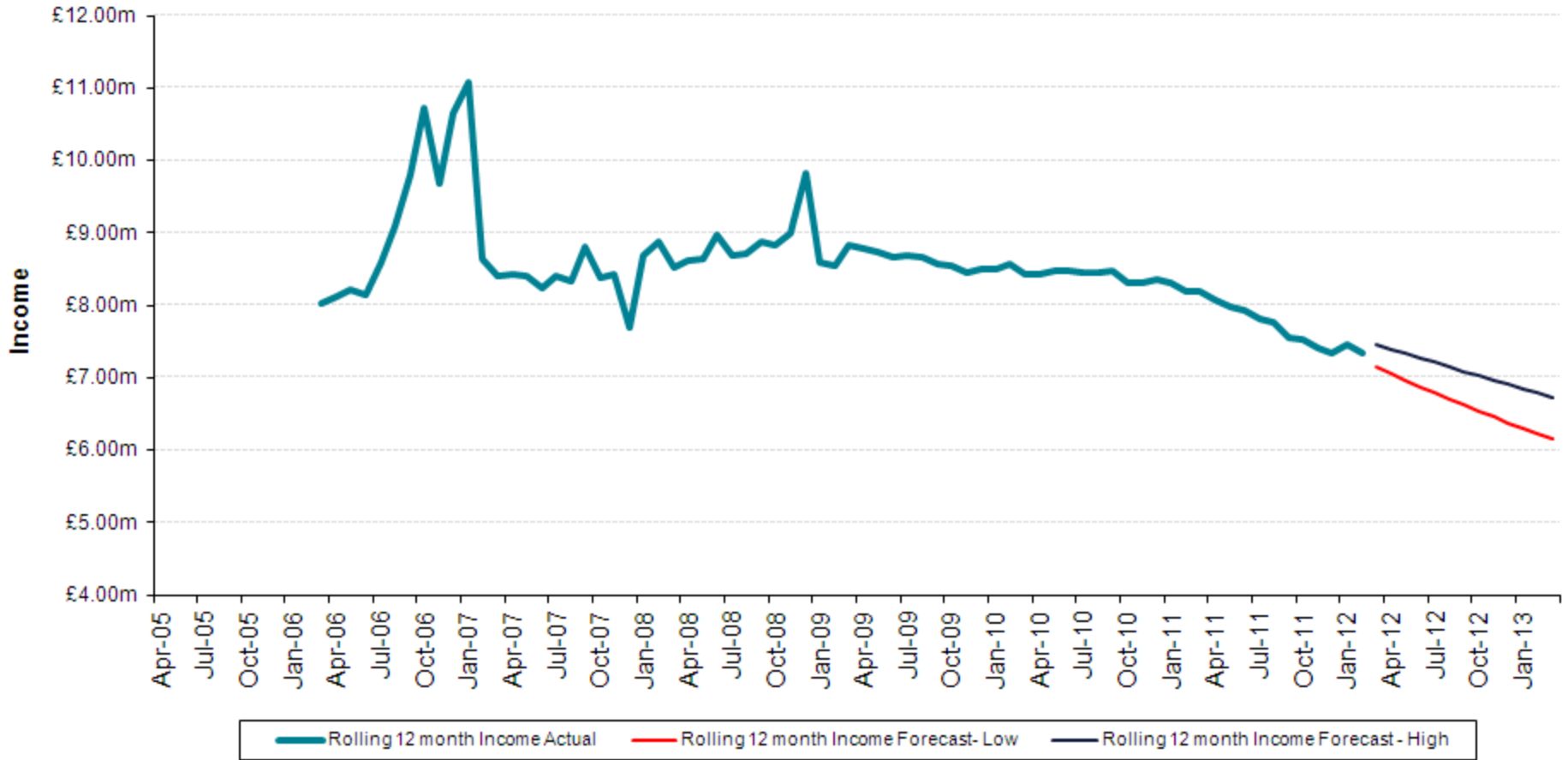
### Rolling 12 month Average Gift per Active 1 donor



| Fin. Year 2011/12                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 7,136,760.30 |
| Rolling 12 month income forecast - high | £ 7,460,026.56 |

| Fin. Year 2012/13                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 6,143,464.15 |
| Rolling 12 month income forecast - high | £ 6,728,652.13 |

### RNIB Raffle Rolling 12 month Income

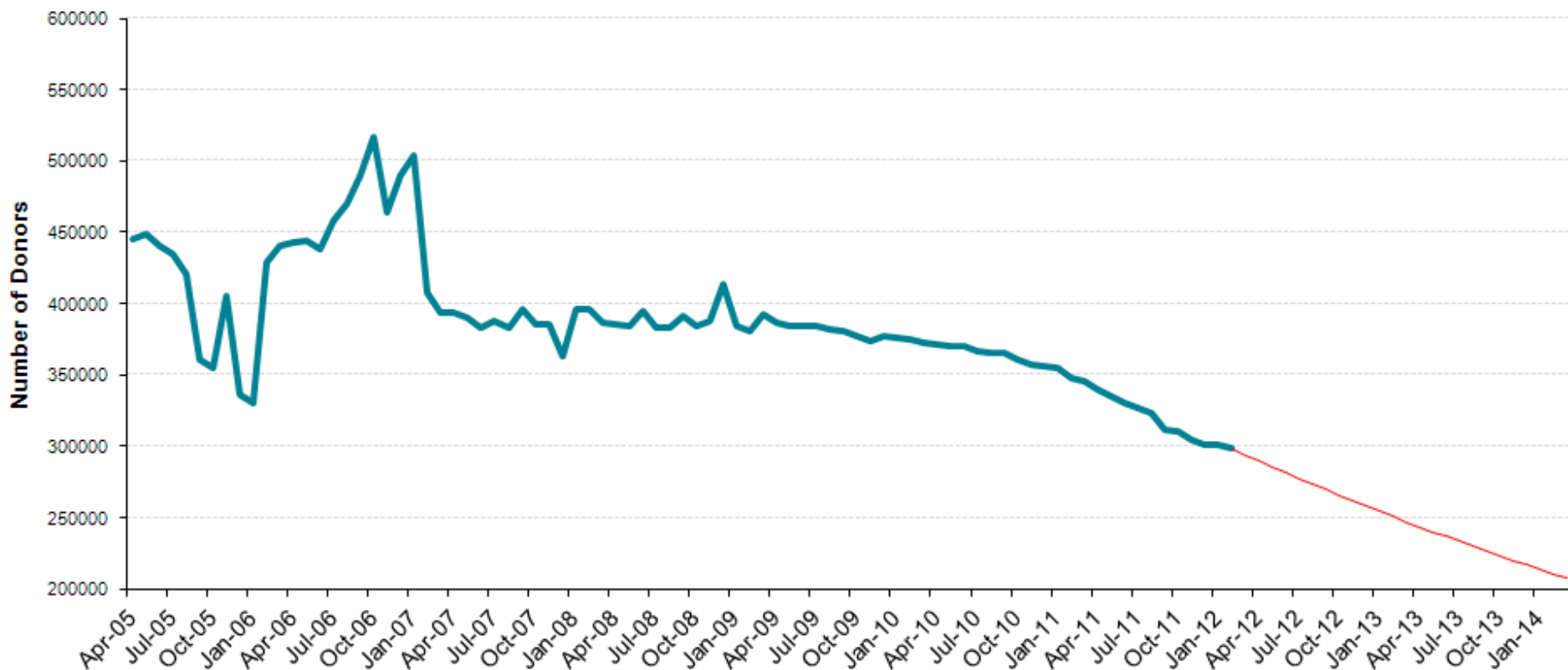


| Fin. Year 2011/12                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 7,137,391.92 |
| Rolling 12 month income forecast - high | £ 7,460,686.79 |

| Fin. Year 2012/13                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 6,147,317.32 |
| Rolling 12 month income forecast - high | £ 6,732,872.33 |



**RNIB Raffle Active 1 Number of Donors**

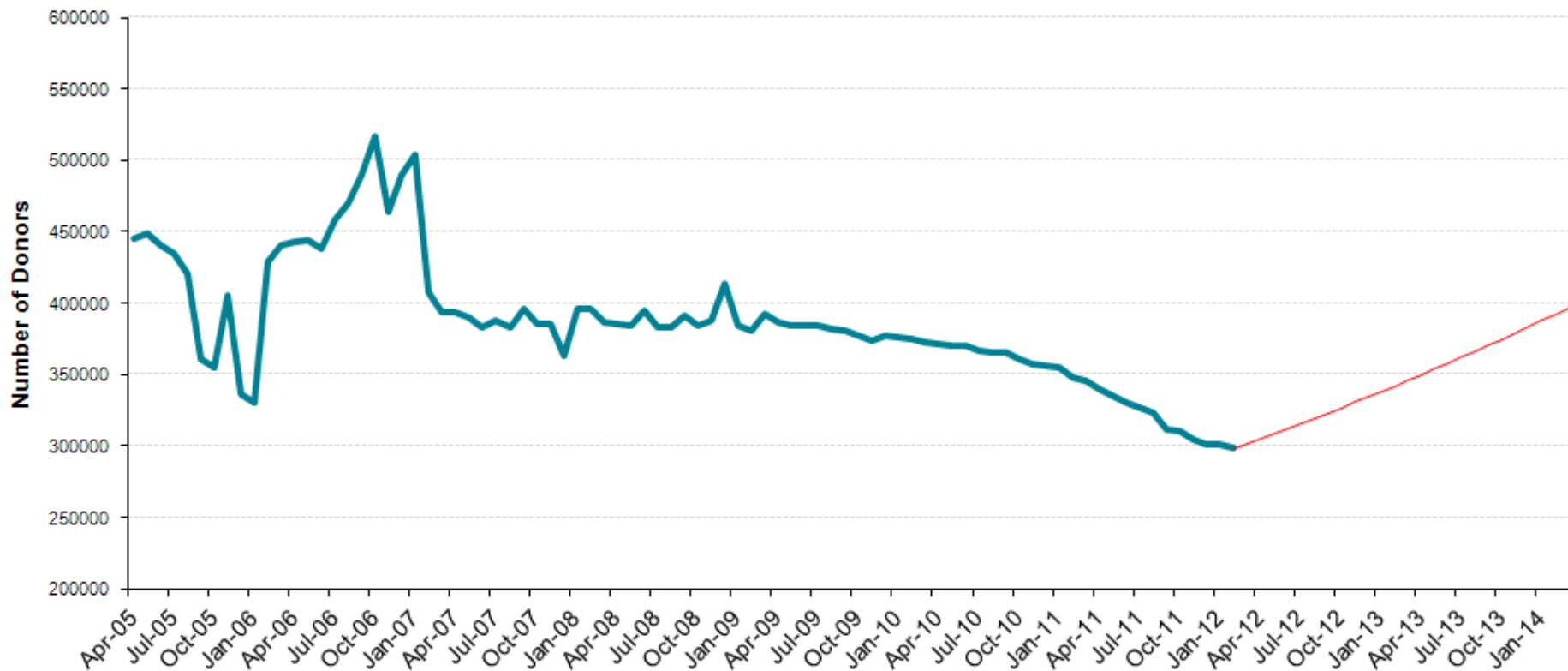


| Fin. Year 2011/12                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 7,324,838.58 |
| Rolling 12 month income forecast - high | £ 7,656,624.02 |

| Fin. Year 2012/13                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 8,610,855.58 |
| Rolling 12 month income forecast - high | £ 9,431,071.83 |



**RNIB Raffle Active 1 Number of Donors**



- Decide how to accomplish goals i.e. **how is the story going to be told in a compelling manner.**
  - Understandable
    - Fag Packet Analysis
    - Lack of Sophistication proved digestible
  - Credible
    - Data trumps gut feeling
    - Neat charts and strong relationships help
  - Engaging
    - Bespoke Tool

- Decide which communication channels to use
  - Face to face meetings and workshops
  - Email
  - Wiki





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Navigation

Main page

- [Community portal](#)
- [Current events](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)
- [Page information](#)

Page [Discussion](#)

## Main Page

**Contents** [\[hide\]](#)

- [1 Routine Reporting](#)
- [2 Procedures](#)
- [3 Book Summaries](#)
- [4 Recent Articles](#)
- [5 Articles under construction](#)

### Routine Reporting

[Regular Reports](#)

[Regular Monthly Reports](#)

[Costs](#)

### Procedures

[How to create an approach code](#)

### Book Summaries

[The Networked Non-Profit - Beth Kanter](#)

### Recent Articles

[FIT1124 - RNIB COG Reactivation Propensity Model - 10th July 2013](#)

[FIT1341 - Action Spring Raffle 2013 Wrap up and Analysis - 8th July 2013](#)

[FIT1352 - High Volumes of D2D recruitment fail to grow file - 3rd July 2013](#)

[FIT1287 -RNIB CSDMW12B1R Xmas Appeal wrap up and analysis - 28th June 2013](#)

[FIT1344 - Do the monthly eCRM e-mails reduce committed giver attrition? - 19th June 2013](#)

[FIT1287 - Action DMWM1211XA Xmas 2012 Appeal - 18th June 2013](#)

## FIT956 - Raffle Forecasting - Average Donation Total per Donor continues rises for 2nd Month in a row

The FIU prediction for Active Raffle donors for May 2012 was 289,999 with rolling 12 month income forecast at between £6.95m and £7.32m. The actual figure for Active 1 May 2012 was 293,042 and income came in at £7.20m.

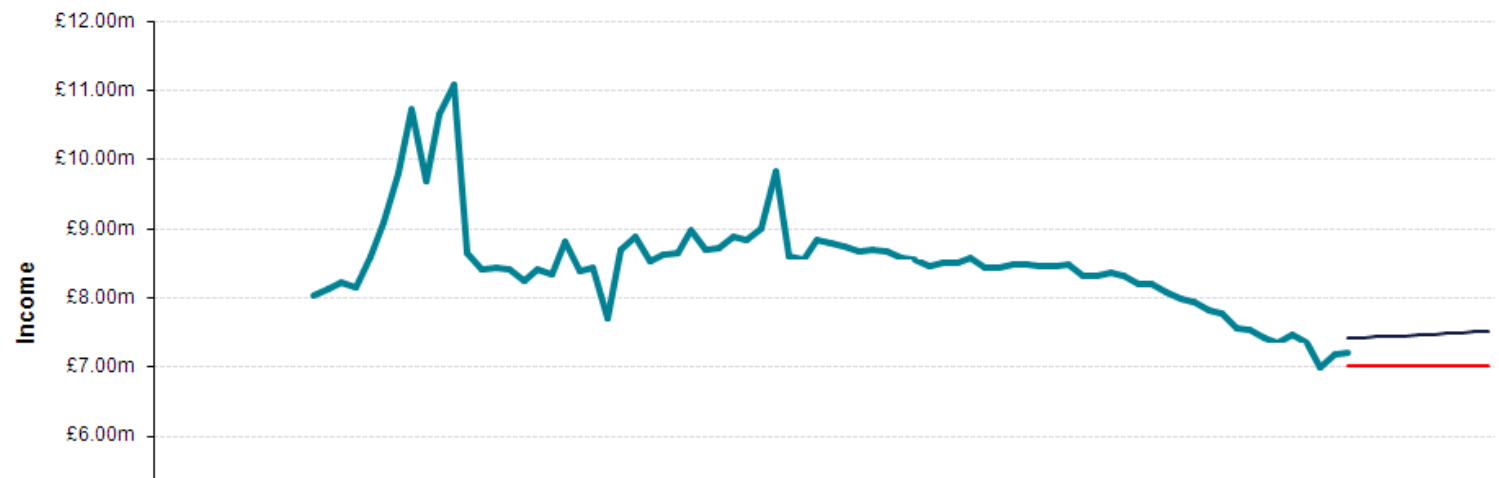
The average donation total for the Active 1 donors this month was £24.58 and continues to head up after the fall in March 2012. This bodes well for the current financial year and the lower forecast has been increased from £6.86m to £7m.

Next month should see the majority of the Summer raffle income and we would expect income of between £927K and £1.33m.

| Fin. Year 2011/12       |                |
|-------------------------|----------------|
| Rolling 12 month income | £ 6,976,325.68 |

| Fin. Year 2012/13                       |                |
|---|----------------|
| Rolling 12 month income forecast - low  | £ 6,997,583.22 |
| Rolling 12 month income forecast - high | £ 7,510,171.50 |

**RNIB Raffle Rolling 12 month Income**



### Navigation

[Main page](#)  
[Community portal](#)  
[Current events](#)  
[Recent changes](#)  
[Random page](#)  
[Help](#)

### Toolbox

[What links here](#)  
[Related changes](#)  
[Special pages](#)  
[Printable version](#)  
[Permanent link](#)  
[Page information](#)

## Navigation

[Main page](#)  
[Community portal](#)  
[Current events](#)  
[Recent changes](#)  
[Random page](#)  
[Help](#)

## Toolbox

[What links here](#)  
[Related changes](#)  
[Special pages](#)  
[Printable version](#)  
[Permanent link](#)  
[Page information](#)

## Standard team article template

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### Contents [hide]

- 1 Introduction**
- 2 Summary of findings**
- 3 Background to the task (delete if not applicable)**
- 4 Results**
  - 4.1 level 3 heading (if needed)
    - 4.1.1 level 4 heading (if needed)
- 5 Recommendations**
- 6 Follow-on activity (if any to-date)**
- 7 Related articles (if needed)**

## Introduction

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This is the standard FIU article template, vn 1B.

## Summary of findings

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blah blah blah

## Background to the task (delete if not applicable)

---

blah blah blah

## Results

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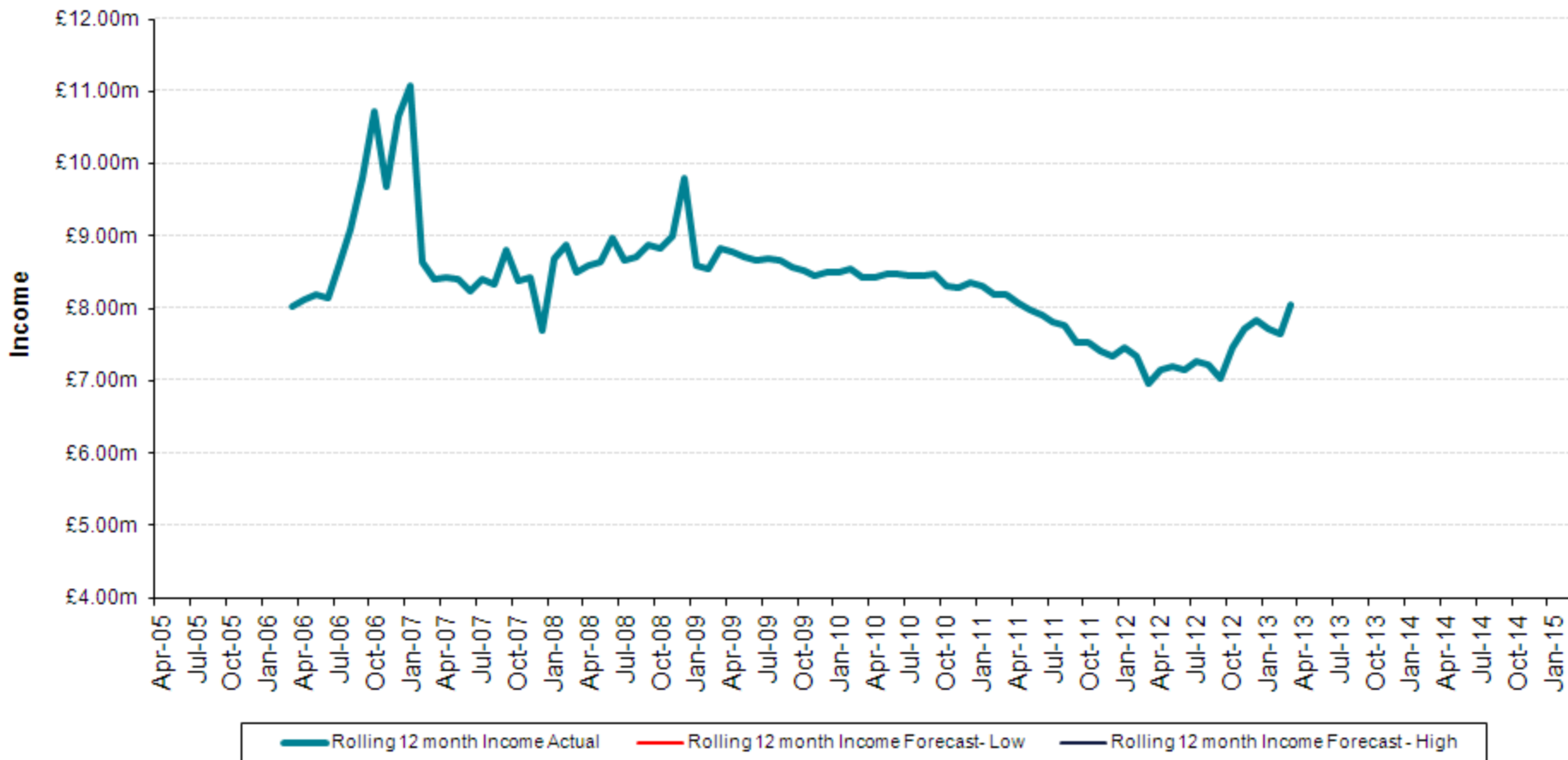
The results below show ...

### level 3 heading (if needed)

blah blah blah

- Determine measures of success – new strategy, implementation of that strategy and increased income.
  - Recruit more donors to the Active 1 file
  - Increase average gift for the current Active 1 file

### RNIB Raffle Rolling 12 month Income



Do whatever you can to ensure that Insight is used to find solutions at strategic and tactical levels

