

Insight in Fundraising SIG Annual Conference 2013



Thanks to our headline sponsor:

CACI

21st November 2013
Amnesty International UK, Human Rights Action Centre



FULL PROGRAMME

Please note you need to choose which breakout sessions you want to attend and collect the relevant tickets from the check in desks. The Conference Room is limited to 50 delegates.

09:15	Registration and coffee
10:00-10:15	Introduction, welcome & opening remarks <i>Janet Snedden, Chair & Bob Francis, Vice Co Chair</i> <i>Insight in Fundraising SIG Committee</i>
10:15-10:45	13 terrifying* trends that are changing the face of charities <i>Joe Saxton, Founder nfpSynergy</i> The charity sector is changing around us. Remorselessly. Relentlessly. While we sleep. And at weekends too. And yet most charities go on behaving as if tomorrow is just another day. This session will look at 13 key trends from socio-economics and demographics, from technology, from fundraising, from governance, from management and from the kitchen. How should charities respond? What will the winners and losers look like in this brave new world. <i>*First aid will be available for anybody who feels ill during or after this presentation.</i>
10:50-11:20	You can't do good innovation without insight <i>Lucy Gower, Innovation Director Clayton Burnett</i> The critical role of insight in supporting innovation and practical techniques to generate ideas from your insight to transform your business.

MAIN AUDITORIUM		CONFERENCE ROOM
Supporter Insight		Measurement and Performance
11:30-12:00	How CACI and RSPB used segmentation to deliver a supporter-focused communications programme <i>Anton Ivankiv, Marketing Planner RSPB</i> <i>Richard Tomlinson, Director of Analysis CACI</i> The RSPB recognises that in order to achieve ambitious growth targets, it will need to work in the future with a wider range of people and engage new audiences, beyond the traditional profile of their supporters. This presentation will describe how RSPB and CACI worked in partnership to further develop their audience segmentation, and provide actionable and rich insight to identify new target groups, develop advertising and a new communication strategy.	🏆 Insight Digital Award winner: Developing a digital dashboard <i>Dan Prebble, Digital Analyst UNICEF UK</i> Insight in Fundraising 2013 Award winner UNICEF UK will be talking about the development process of their digital dashboard. The talk will focus on what UNICEF UK learned whilst developing the dashboard. Judges comments: <i>"This is a brilliant dashboard that is truly useful, tailored to the organisation, and which provides management information to keep digital front of mind at the charity. This is a great example of a success story that enables fundraisers to look at data in real time for meaningful information, with great potential for insight."</i>





MAIN AUDITORIUM		CONFERENCE ROOM
Supporter Insight		Measurement and Performance
12:10-12:40	<p>How behavioural science was used to transform giving <i>Michael Sanders, Policy Advisor Cabinet Office</i></p> <p>Britain is a hugely generous country, donating around £10bn to good causes a year. However, this has flatlined as a share of consumption spending over the last 30 years. This talk summarizes this problem, and explains a few interventions from behavioural science which have been shown to work in increasing giving. More broadly, it shows how Randomised Controlled Trials (RCTs), the gold standard of evaluation, can be carried out in a charitable context for more than just impact measurement.</p>	<p>Real-time targeted campaign evaluation <i>Dr Sean Perkins, Supporter Insight Manager RSPB and Gavin Ellison, Research Director Public services and NFP YouGov</i></p> <p>The RSPB recently launched its first major TV advertising campaign for many years: 'Giving Nature a Home'. It was important to evaluate and communicate the effectiveness of the campaign quickly and accurately, to help assess its effectiveness and plan future waves. Working with YouGov's ADMARC approach we could check what people felt about the advert against their TV viewing habits, matched with our media plan data. The results demonstrated shifts in deep lying brand characteristics such as alignment with the cause and allowed us to measure effectiveness by type of advert and media planning choices. Examining this insight alongside campaign response and a daily dashboard of brand receptions helped identify the key drivers of campaign success.</p>

12:45-13:30	Lunch and networking	
13:30-14:00	<p>🏆 Insight-led Innovation at Cancer Research UK: A Case Study- winners of the first IoF National Insight Award for their Dryathlon challenge <i>Jenny Lindsay, Head of Insight Cancer Research UK</i></p> <p>Dryathlon® 2013 was a huge success: thousands of supporters amassed over £4million in income – and this was just a pilot. But where did all begin? This session will reveal the key insights that helped to shape this successful fundraising campaign, demonstrating the value of a truly insight-led innovation process.</p>	

MAIN AUDITORIUM		CONFERENCE ROOM
Strategy		Data Visualisation
14:10-14:40	<p>Macmillan ♥ Insight - How we became the fastest growing voluntary income generating charity in the UK <i>Clara Avery, Head of Research & Insight Macmillan Cancer Support</i></p> <p>A look at how we radically changed our approach to creating and using insight at Macmillan in order to drive fundraising performance, featuring a review of our structure and recent case studies to illustrate how things are working today.</p>	<p>Data visualisation using tableau <i>Jonathan Moxham, Database Marketing Manager & Sophie Reynolds, Senior Data Analyst British Red Cross</i></p> <p>This talk will outline the five top tips that the British Red Cross refer to when approaching and delivering visual analysis using tableau or other visual analysis tools. Come along to find out how you might be able to improve both what you deliver as well as the steps involved in getting there.</p>





MAIN AUDITORIUM		CONFERENCE ROOM
Data Visualisation		Strategy
14:45-15:15	<p>Data, Story, Chart, Design: How to tell effective visual stories Adam Frost, Data Visualisation Manager and Tobias Sturt, Head of Creative The Guardian's Digital Agency Data visualisation has the ability to turn an uninspiring spreadsheet into a beautiful infographic, interactive or animation. But what's involved? And what does good data visualisation look like? The Guardian Digital Agency will share some of their experiences in creating compelling visual stories for a wide range of audiences.</p>	<p>🏆 An intelligent approach to acquisition Ben Carter, Head of Charity Development Response One Response One, winners of the Insight in Fundraising 2013 "Supplier of the year Award" for their entry with Battersea Dogs and Cats Home, will be sharing some of their innovative approaches to planning which places data and insight at the heart of decision-making.</p>

15:10-15:30	Tea & coffee
15:30-16:00	<p>Rethink the rules of mail and new opportunities for fundraisers Jonathan Harman, Managing Director Market Reach Jonathan Harman is Managing Director of MarketReach, Royal Mail's business that helps Mail users and their agencies to get better results from their use of Mail. He will present some recent research findings about how mail and email can be planned together for optimal results, outline the research MarketReach will publish in the coming months and discuss the new opportunities for fundraisers that could be enabled by barcoded mail.</p>
16:05-16:35	<p>What we can learn from decision science and applications for charities Phil Barden, author of "Decoded. The science behind why we buy." Consumers don't think how they feel. They don't say what they think and they don't do what they say" mused David Ogilvy several decades ago. Science knows more about behaviour than the marketing and advertising industries have ever used. Advances in 'decision science', the combination of neuroscience, behavioural economics, cognitive and social psychology can help to unlock the motivators of behaviour and how to make our initiatives more efficient and effective.</p>
16:40-17:30	<p>Closing comments and Annual Insight Benchmarking Study results Janet Snedden and Bob Francis, Insight in Fundraising committee</p>

Please join us for complimentary drinks downstairs

Drinks sponsored by:





Thank you to our sponsors

Headline sponsor:

CACI

CACI help organisations drive more business value, by delivering an Integrated Customer Experience. Our capabilities include consumer insight and analysis, digital campaigning, website design and build, technology integration, hosted and managed database services. We work with more than 300 consumer-facing businesses, delivering customer and insight-led solutions that improve consumer engagement and commercial value – with data and digital at the heart of everything we do.

Drinks sponsor:

< MetaMetrics >
integrated marketing analytics

We are a new breed of analytics agency that brings together rich experience in brand marketing and econometric modelling with customer insight, CRM planning and deep technical skills. We have broken down the analytical silos that have traditionally existed and proliferated in the digital age, to provide insights across the entire market, channel and customer landscape. Our analytical capabilities can therefore provide a fresh perspective to unlocking growth for organisations and solving fundraising challenges.

Independent, impartial and innovative, we work with some of the UK's best known brands.





SPEAKERS



Clara Avery
Head of Research & Insight,
Macmillan Cancer support

Clara Avery joined Macmillan in 2003 and currently heads up the Supporter Insight & Development department within Fundraising, having previously led Macmillan's Direct Marketing and Sales programmes. She has a healthy respect for data and evidence based planning and a passion for emotive messaging which genuinely connects with customers on a fundamental level, Clara has clocked up close to 15 years of customer / supporter focused direct marketing and relationship management experience in both the commercial and voluntary sectors. She has spent the last ten of these working in the field of supporter marketing and has developed supporter recruitment and retention communication programmes at the Royal Association for Disability and Rehabilitation and later at The Children's Society before joining Macmillan Cancer Support.



Phil Barden
Managing Director,
Decode Marketing Ltd

Phil has over 25 years client-side brand management experience. After 16 years with Unilever, rising to Marketing Director, he worked at Diageo and T-Mobile. As Brand VP, responsible for T-Mobile's re-positioning and development around Europe, he became a client of decode GmbH and first encountered 'decision science'. This epiphanal moment led him to set up decode marketing ltd in the UK. He is now one of very few experts to combine a practitioner's perspective with a profound knowledge of decision science. Phil's first book, 'Decoded. The Science Behind Why We Buy' was published this year. He is UK Chair of the global Neuromarketing Science and Business Association and a regular speaker at industry events; this year he's at Brand Max Summit, WARC's advertising research conference and Neuro Retail Revolution.





Ben Carter
Head of Charity Development,
Response One

Ben is passionate about both fundraising and data and gets genuinely excited when improving donor relationships through insight and analysis. Ben has worked in fundraising and campaigning for 14 years with the majority of this experience at the coal face. He started his career making fundraising calls for the Labour Party and since then has run street campaign teams, set up a successful call centre and provided in country support to the Maldivian opposition movement during the country's first ever open elections.

For the last 4 years Ben has specialised in managing fundraising through the full range of Direct Marketing channels first as Marketing and Communications Manager at emerge poverty free and most recently as Head of Individual Giving at Livability. Ben helps our charity clients to understand the many data options available to the modern fundraiser in search of practical actions that directly impact fundraising income. He leads the Response One Reciprocate team, the UK's largest charity donor data pool, and advises clients on the best way to extract insight from the pool and use this to target new donors with an increased focus on lifetime value.



Gavin Ellison
Director, Public services and NfP,
YouGov

Gavin Ellison leads YouGov's Public Sector and Charities practice and has worked in social and market research for 15 years including spells with the Home Office and DCMS. His work cuts across quantitative and qualitative methods and includes brand, advertising, fund-raising, policy development and evaluation, thought leadership research and stakeholder reputation. Recent and current clients include NHS England, NSPCC, Macmillan, ASH, Prince's Trust, Action for Children, the British Council, Tennis Foundation, LTA and the CBI.





Bob Francis
Senior Insight Manager,
NSPCC

Co Vice Chair, Insight in Fundraising SIG

Bob Francis has worked for over 10 years in Insight for number of charities including CRUK. He has worked in all areas of insight including data analysis and research and currently heads up the Consumer Insight function at the NSPCC.



Adam Frost
Data Visualisation Manager,
Guardian Digital Agency

Adam Frost is data visualisation manager at the Guardian Digital Agency. As well as work for the Guardian itself, he has worked on data visualisation projects for clients as diverse as Vodafone, SAB Miller, Ofsted, Kantar, Millward Brown and Walmart. He has also managed large-scale web builds for the Department for Education and EDF Energy.



Lucy Gower
Innovation Director,
Clayton Burnett

Lucy has been a fundraiser for over 10 years. She led the NSPCC's innovation programme for over four years helping fundraising teams to develop their innovation and creative thinking skills to improve fundraising performance. Lucy is Innovation Director at Clayton Burnett, providing coaching, training and consultancy in fundraising innovation. She blogs for fundraising innovation websites sofii.org and 101fundraising.org and speaks at conferences about fundraising and innovation both in the UK and overseas. She is often seen on Twitter @lucyinnovation.





Jonathan Harman
Managing Director, Media
Royal Mail Group

Jonathan is Managing Director, Media and a member of the Group Executive Team at Royal Mail Group. He has worked in Direct Marketing for more than 20 years.

Previous roles include Managing Director of Omnicom's Claydon Heeley, Chief Executive of WPP's RMG Connect and President, EMEA of Carlson Marketing where he was also a member of the global executive committee. Following Carlson Marketing's acquisition by Aimia in 2009, Jonathan served as Chief Development Officer, EMEA of the combined company with a remit that included business and corporate development, marketing, knowledge management and proprietary loyalty. Jonathan holds a postgraduate diploma in marketing and became a Fellow of the Institute of Direct Marketing in 2004.



Anton Ivankiv
Marketing Planner,
RSPB

Since joining the RSPB in 2009, Anton has advanced the charity's membership income in the role of retention manager, before more recently taking the position of marketing planner where he has managed various projects including audience development, measurement and evaluation of brand and communication programmes and developing strategic growth models.

Anton has over 14 years experience working in the mail order, healthcare, automotive and charity sectors in a variety of marketing roles.





Jenny Lindsay
Head of Insight,
CRUK

Jenny has over ten years experience in consumer insight and research. She currently leads Cancer Research UK's Consumer Insight function, a team dedicated to unlocking growth and value for internal stakeholders across Fundraising and Marketing, Policy and Information, and Research Strategy, through robust insight that inspires and informs strategic decision-making. Previous experience includes heading up a similar team at HarperCollins Book Publishers and launching the first book market segmentation and reader panel; as well as agency roles in the FMCG and media, technology & communications.



Jonathon Moxham
Database Marketing & Analysis Manager
British Red Cross

Jon heads up the British Red Cross Database Marketing and Analysis team and has been with the Red Cross for nearly 8 years and prior to that worked at the UK's biggest charity - Cancer Research UK. Jon is an expert in all things related to the use of data and supporter insights and has helped increase the British Red Cross income by many millions of pounds through the intelligent use of targeting, segmentation, analysis and reporting.



Dr Sean Perkins
Supporter Insight Manager,
RSPB

Sean Perkins is Supporter Insight Manager at the RSPB. Before joining the RSPB in August 2013, Sean spent twelve years in the film industry as Head of the Research and Statistics Unit at the British Film Institute and Senior Research Executive at the UK Film Council. Prior to that, he was Research Associate at the Sir Norman Chester Centre for Football Research, University of Leicester, working on national fan surveys for the FA Premier League and Football League. Sean holds a PhD in Geography from Swansea University.





Dan Prebble
Digital Analyst,
UNICEF UK

Dan started his career working in marketing agencies with a focus on email marketing before making the jump to the charity sector. He was the first digital analyst at the BHF and then again at UNICEF UK just over 18 months ago. Dan is helping UNICEF UK to shape their reporting and drive digital forward for the organisation.



Sophie Reynolds
Senior Data Analyst
British Red Cross

Sophie is the Senior Data Analyst in the team at the British Red Cross. Sophie joined the BRC just over a year ago and prior to that she worked as a Senior Data Analyst for the educational charity, The Schools Network.

Michael Sanders
Policy Advisor,
Cabinet Office

Michael heads up the behavioural insights team's work on experiment design and policy evaluation. In addition, he leads schemes of work on charitable giving, education and social action. He is a PhD candidate and Research Fellow at the University of Bristol's Centre for Market and Public Organisation.





Joe Saxton
Founder,
nfpSynergy

Joe Saxton is founder and driver of ideas at nfpSynergy a research consultancy for Charities. He has been chair of People & Planet since 2005. He was chair of CharityComms the professional body for not for profit communicators from 2005 to 2013. He was chair of the Institute of Fundraising for three years till July 2008. He has been in the top ten of the most influential person in UK fundraising every year since it started in 2002 including top of the poll on four occasions. In 2009, 2010 and 2011 he was named one of the most influential people in voluntary sector communications by PR Week. In 2012 he was given the Lifetime Achievement award by the Institute of Fundraising. In 2013 he was highly commended in the Chair of the year category in the Third Sector excellence awards.

He has talked, written and researched on lottery deregulation, portraying beneficiaries, competitive strategies for non-profits, volunteering, using mobile phones for fundraising, generating income online, branding and the impact of social and economic change on charities.



Janet Snedden
Director,
MetaMetrics

Chair, IOF Insight SIG

Having graduated in Maths & Statistics, Janet started her career with a classic, blue-chip training in marketing with FMCG brand owners before moving into the discipline of direct marketing and ultimately focussing on data and insight. At Metametrics, the analytics agency she founded in 2011 with business partner Tom Lloyd, Janet helps clients identify, analyse and exploit marketing information to drive strategy and communications programmes across the full media landscape. With extensive experience in the Not for Profit sector, charities she has worked with include Oxfam, Diabetes UK, RSPB and international cancer charity, AICR.

Committed to sharing knowledge and driving best practice in the industry, Janet is a regular trainer for the IDM's Direct & Digital Diploma course, as well as the current Chair of the IOF Insight SIG.





Tobias Sturt
Head of Creative,
Guardian Digital Agency

Tobias Sturt is the Head of Creative, Guardian Digital Agency. He has been working in digital storytelling for almost two decades, in all kinds of media, from web to TV to games to infographics. He has also worked on more conventional digital development projects, from website design to branding, from mobile app interfaces to print projects.



Richard Tomlinson
Director of Analysis
CACI

Richard is a marketing analytics and data strategy consultant, with a proven track record in designing & implementing statistical analysis and modelling solutions. Richard has over 16 years' experience in data mining and customer analysis. He is responsible for the development and implementation of many of CACI's data solutions and has worked on-site in senior insight and analysis roles across a number of blue chip consumer brands. His areas of expertise include statistical analysis, data mining, market research analysis, segmentation development, campaign design and targeting.

Many thanks to all our speakers





COMMITTEE MEMBERS



Janet Snedden
Chair



Bob Francis
Co Vice Chair



Lee Gisbourne
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Sabrina Droom
Member



Jane Huntington
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Alison Ogden
Member



Jon Kelly
Member



Jim Baggett
Member



Steven White
Member



Liz Cook
Committee Support
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Adele Baxter
Committee Support
adele@insightsig.org

Many thanks to all of our committee members for their time and effort over the last year!

Would you like to join the committee??
Speak to our committee support members: Liz and Adele





Categories

 Classic Analysis

 Insight on a Shoestring

 Digital

 Team of the Year

 Innovation

 Supplier of the Year

 Research & Insight

 Rising Star

 Predictive Analysis

 Lifetime Achievement

 Performance Reporting &
Data Visualisation

 Best Use of Insight
IOF National Award



ENTRIES OPEN AFTER THE CONFERENCE

Our Insight SIG Awards are integrated into the **IOF National Awards** programme for the second year running!

Entries are invited for projects and initiatives that demonstrate the highly effective use of data, analysis and insight.

- Entry is **FREE**
- Full information will be available on the website: www.insightsig.org
- Request a brochure from last year: Email Adele: adele@insightsig.org





ABOUT THE INSIGHT SIG

For analysts, database marketers, researchers and digital data professionals seeking to exploit insight in the charity sector to improve fundraising performance.

Join Insight SIG: membership is **free**, to receive details of networking events, training courses, job advertisements and more.

New committee members are always welcome too!
To join or become a committee member please speak to **Adele at adele@insightsig.org**.

 Follow us on Twitter **@IOFInsight**

 Tweet from the conference: **#insightsigconf**

 Join our LinkedIn group:

Institute of Fundraising- Insight SIG

COME ALONG TO THE INSIGHT SIG AGM

16:30, Tuesday 10th December, CRUK

Everyone is welcome to join us for the AGM at CRUK, Angel Building followed by a Thai buffet and drinks.

Interested?

Contact Adele for further details:
adele@insightsig.org



Check out our website: **www.insightsig.org**

