

Believe in
children



Barnardo's

An early journey into data consent gathering

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Our Vision...

- At Barnardo's, we **believe in children.**
- Barnardo's works to transform the lives of the **UK's most vulnerable children**
- We support and stand up for the abused, the most vulnerable, the forgotten and the neglected.
- Barnardo's aim is to bring out the best in each child and allow each child to reach their potential.

Our Work ...

- We work with over 240,000 children, young people and their families every year.
- We run over 960 vital services across the UK.
- A wide range of services: counselling for children who have been abused, fostering and adoption services, vocational training and disability inclusion groups.

Our Fundraising...

The Direct Marketing team use a wide range of channels, currently including face-to-face (street, door and private sites), DRTV, outdoor advertising, direct mail (addressed mail, inserts and door-drops), telemarketing and digital communications to raise millions of pounds in net income from individual supporters each year.

Our team is responsible for maximising the lifetime value of supporters using different products to recruit, retain, develop and reactivate supporters, currently including cash appeals, raffles, virtual gifts, home collection boxes, regular gifts, weekly lottery and legacies.

The Challenge ...

- Summer 2015- the move from phone opt out to phone opt in
- Having no single data consent statement- varying versions across our DM programme (and the organisation!)
- Database no functionality to hold data consent statements
- Set deadline- EU regulations 2 years a way
- No strategy for how to build up data consents across the programme
- No understanding of what our 'value' of consent is

Where to Start?

Quick Results

Avoid consents
confusion on
CRM

Future
Focussed

Test some
"known facts"

Multi-phase
approach

Testing
Matrix

Our Fast.Map findings...

A world of “all opt-in” would look very different

	Overall
Clear	90-100%
Trustworthy	70-80%
Honest	70-80%
Flexible	80-90%
Appealing	80-90%
Inviting	70-80%
Reassured	70-80%
Gives confidence	70-80%
Rewarding	70-80%
I'm in control	80-90%
Welcoming	70-80%
Values me	80-90%
Gives me choice	70-80%
My data will be safe	70-80%

Our Fast.Map findings...

Doing the right thing isn't always received well

Clear	30-40%
Trustworthy	50-60%
Honest	20-30%



Our Fast.Map findings...

Small changes can have a big impact



Our Fast.Map findings...

Being bold can give some big wins

4x

Improvement

Next Steps...

- More Testing
- Explore channel or purpose specific statements
- Integrating consent gathering into the supporter journey
- Calculating the value of consent and its impact on LTV
- Address the creative challenge

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