

# RNLI Opt In- Planning & Implementation

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## Who we are

- 95% of RNLI people are volunteers
- 4,700 Crew and 20,000 community fundraisers.
- £149.6M to run the service - £410,000 a day.
- In 2014 we raised £182M - £112M from legacies and £58M through RVI
- Supporter database of 2,000,000 – of which 1,000,000 are key.
- 120 data sources



# Our Process



# Should we?

Identify risk

Understand impact

What is right?



# Could we?

Model impact &  
forecast

Apply best estimates

Consider operational  
elements



# Should we?

Understand impact on  
long term goals

Mitigations

Trustees and  
Supporters





Lifeboats

# Challenges

- Permission statement development
- Tech challenges
- Decision making (in and out of scope)
- Definitions & development
- Rules and application of rules



## Next Steps

Research, test, optimise, apply, share

- Wave 1 complete, Wave 2 live now
- All online collateral updated
- Microsite live – [www.rnli.org/keepintouch](http://www.rnli.org/keepintouch)
- Microsite story -  
[PR161879 Proximity Lifeboat RNLI Ben 2016 07 20 1.mov](#)
- Facebook video – [RNLI Heros FINAL 1080p Rev SUBTITLED.mp4](#)
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