CUSTOMER CASE
Dyne Business Services

Swissfundraising Direct Mail Panel: On the trail of donated millions

Charitable organisations can compare the returns and average donations from their direct mail campaigns with the average figures of other organisations. User experience is very positive, with users describing the solution as well-programmed and very easy to use.

swissfundraising +

Data security and protection are of the outmost importance

In 2010, the estimated amount of donations from private households amounted to 1.2 billion Swiss Francs. Swissfundraising, the Swiss association of fundraisers, develops fundraising in the sense of ethical and professional fundraising for non-profit organisations. It promotes training of fundraisers through conferences and exchanges in learning groups.

Comparing direct mail actions
To get a better overview of the Swiss fundraising situation, Swissfundraising commissioned SPSS Switzerland (now called Dynelytics) to develop and operate a direct mail panel. The selection was made after a presentation given to the Swissfundraising workgroup, consisting of board members and director Roger Tinner.

Once a month, participating charities (22 to date) deliver data on contact addresses, response rates, average donations and other information via a secure web interface. The data are made anonymous and summarised, and the results are collated attractively and clearly in the form of web reports and made available to authorised organisations.
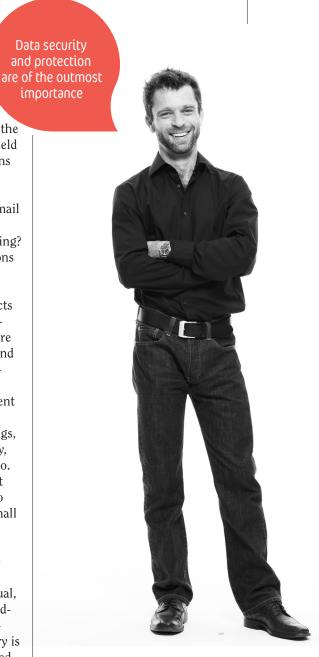
The panel thus provides a representation of the development of the direct mail market in the NPO field and provides answers to questions such as:

· How is the volume of direct mail campaigns evolving?
· How are response rates evolving?
· How is the volume of donations evolving?

One of the most important aspects is the comparison function: concerned organisations can compare their value in terms of returns and average donations with the (average) value of their competitors. Comparisons between the different marketing actions, such as un-addressed mailings, mass mailings, and between parts of the country, are obviously very interesting too. To date, it has been revealed that people from the canton of Ticino donate the most often, but in small amounts.

Dynelytics' solution for data entry and case management
Dynelytics developed an individual, web-based solution for Swissfundraising, based on the latest standards and Java (J2EE). Data entry is password-protected and encrypted. The user simply requires a routine

web browser. No local software installation is necessary.
The web interface runs on Dynelytics' servers and provides for the following functions:

· Individual user registration and identification.
· Entry of chosen values by the concerned organisations.
· Automatic sending of an e-mail to the user with reminders, for example to enter the donation amount after ending an action.
· Calling up results including breakdowns based on a number of criteria.
· Registration and management of participating organisations and individual users through Swiss-fundraising offices.

As confidential and sensitive data are exchanged through this solution, data security and data protection are priority issues. With different technical precautions, the risk of abuse is prevented:

· Only authorised people can access the web interface with a valid username and password. Access to the different activities and data is controlled via roles assigned to users.
· The solution includes SSL encryption for data traffic. With this technology, no unauthorised persons can read data exchanged between computers.
· The solution is highly protected through suitable measures such as a Firewall and Proxyserver.

Result reports give organisations real-time benchmarking

As part of the same web interface, Dynelytics developed a reporting system, which automatically processes and anonymizes data, aggregates it monthly and continually updates it. As standard, authorised users can view monthly summarized values such as the number of actions and mailings per month, response rates and average donations broken down by address type, part of the country and topic of the concerned organisations.
Results are calculated with currently available data in real time and provided in the form of HTML pages and PDF or Excel files.

The direct mail panel is well accepted

Only Dynelytics has full access to entered data, as an independent party. After the first months of operation, Dynelytics carried out a data plausibility check. At the end of 2010 a workshop took place with users from participating organisations, such as WWF, the Red Cross and Pro Juventute, in order to discuss their experience and concerns. Different suggestions and improvements were able to be taken on board and implemented. User experience, as reported from this workshop, turns out to be very positive, with users describing the solution as well-programmed and very easy to use. Users now need to get a better grasp of the significance and comparability of indicated comparison values. ●

MORE INFO

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