



Beating Bowel Cancer aims to increase income by 200% with better fundraising data

Beating Bowel Cancer is the support and campaigning charity for everyone affected by bowel cancer. Since 1999 Beating Bowel Cancer has been providing practical and emotional help to bowel cancer patients and their families.



The charity also campaigns tirelessly to raise public awareness of bowel cancer and ensure Governments and health services provide the highest quality care and treatments.

The charity has set out ambitious fundraising plans with the objective to increase its revenue stream from £1m to £3m over the next three years. With an already loyal base of supporters on a national level, Beating Bowel Cancer also wanted to engage with fundraisers and volunteers at a local community level who could contribute towards the growth of the charity.

As part of its strategy to achieve this, Beating Bowel Cancer has deployed a CRM and fundraising solution from Advanced NFP, Donor Strategy, to streamline its data and achieve a single view of the charity's supporters from fundraisers through to patient users.

Data driven insights needed to increase fundraising success

The charity wanted to grow its fundraising efforts and increase its income stream from £1m to £3m. To do this, it needed a more integrated view of the data held within the organisation.

Beating Bowel Cancer's ethos is to have a joined up approach to communications and apply this to all the systems they use. The need to integrate systems was key to improving efficiencies across the charity.

With a wide audience of supporters who are affected by bowel cancer and a vast amount of contact and donation details and records to manage, Beating Bowel Cancer decided it wanted a technology solution that could streamline and consolidate its data as well as record donation details alongside fundraisers details. It wanted to ensure that all of its financial information could be recorded in real time to provide a true version of the charity's financial records and monitor easily whether it was achieving its targets.

The solution

Following a review of the solutions available on the market, Beating Bowel Cancer chose Donor Strategy from Advanced NFP because of the solution's flexibility as well as extensive functionality which would allow better management of its data. The solution was implemented and integrated with Exchequer, a financial management solution from Advanced.

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New CRM and
fundraising solution
from Advanced NFP

New CRM and fundraising solution from Advanced

Following its implementation, Beating Bowel Cancer took the decision to recruit a dedicated database officer who works directly with the charity's digital development manager. The key driver was to employ a full time member of staff with the relevant technical expertise, but who also has an understanding of how a charity works and its key business drivers, to obtain maximum value from the information held within the new system.

The database officer acts as the custodian of data, making sure that the charity adheres to agreed protocols and that training and usage is consistent across the organisation. The role is also a key interface between the Beating Bowel Cancer team and Advanced NFP. The database officer can also 'police' segmentation and selection criteria for communications disseminated by the charity to ensure these are co-ordinated and tailored to suit each supporter. Finally, the role has a number of technical duties including importing data, data cleansing and deduplication.

With this team infrastructure now in place, the team is able to focus on the charity's fundraising strategy and its vision for the future, based on the insight from its data.

Real-time integrated view of income

The integration between Donor Strategy and Exchequer captures all donation details, recording these alongside a donor's contact details. This ensures that the charity not only understands exactly where its income stream is coming from, but it benefits from a real-time view of donations helping it to keep on track financially and manage targets more effectively.

Graham Kelly, Director of Fundraising at Beating Bowel Cancer explains: "The integration between Donor Strategy and Exchequer is invaluable to the charity. The solution is a real strength for us as it enables the team to see a single point of entry for donations which are all consolidated in one system. We have one holistic view of the charity's finances with Exchequer which helps us manage our income targets. We don't have to reconcile between financial and fundraising systems, therefore saving the charity time and money."

Remote access drives local community fundraising

With only one central office in London, the charity's work is supported by fundraisers across the region with community fundraising a primary source of income. To achieve its ambitious goals

to increase income, the charity wants to fundraise on a more local level through events, activities and community fundraising initiatives.

It is using the remote access functionality within Donor Strategy to support its efforts in this area. Home-based staff can access the solution whilst out in the field, gaining insight into where engagement is happening with donors and where fund-raising efforts are succeeding. Remote access is also eradicating the common issue of information silos held in multiple local databases. Home based Community fundraisers record all data directly into the central solution, ensuring all information is recorded in one place, in real time and is completely up to date. Remote access is proving to be a real strength for Beating Bowel Cancer, ensuring the charity can scale and grow regionally.

The charity uses Donor Strategy to interrogate its supporter data and define regions by postcode, therefore having a view of each region and the corresponding staff member responsible for it. Supporters can be segmented based on where they live and whether they are a patient, friend or relative. This is invaluable when it comes to engaging with supporters; it allows local staff to develop a targeted and relevant localised engagement approach.

Tripling fundraising targets through dedicated campaigns

In 2014, the charity introduced a dedicated microsite to support its annual fundraising efforts for its 'Decembeard' campaign - www.decembeard.org - which allowed the charity to engage and recruit with new audiences online and via social media for the first time. Decembeard participants were able to register online with their details uploaded to Donor Strategy using Advanced NFP Solutions' API, thus saving time and eradicating potential errors from manual rekeying of data.

The results have been impressive, with the 2014 campaign achieving three times the number of participants (3,109 compared with 920 in 2013). Fundraising for its 'Decembeard' campaign increased to over £300,000 in 2014 (including Gift Aid) compared with £130,000 in 2013 and 60,000 visits to the Decembeard website compared with 15,000 in 2013.

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Graham Kelly
Director of Fundraising

New CRM and fundraising solution from Advanced

Ensuring security and confidentiality for patients and donors

The security and confidentiality of data held within its information system were critical criteria for Beating Bowel Cancer. The charity has the UK's only nurse-led specialist helpline for bowel cancer, described by patients as a 'lifeline' but naturally holding highly confidential patient information. The charity also brings patients with bowel cancer together to share invaluable experience and support, through its website, social media and major events.

With its high levels of in-built security functionality and access control procedures, the Advanced solution ensures that the data held in Donor Strategy remains completely confidential and secure. A patient record may have multiple contact points, for example a nurse, oncologist or a relative; Donor Strategy ensures that access to each contact has relevant access controls to maintain appropriate confidentiality.

Graham Kelly explains: "Our patient-nurse helpline is a real lifeline for patients and their families who are affected by bowel cancer. However, it is vital that we adhere to patient confidentiality legislation as our situation is quite unique given the data we hold in our systems. Having a solution that provided the right levels of security whilst managing multiple contacts and recording a detailed communications history was of utmost important; the Advanced NFP solution has fully met all of our stringent requirements in this area."

Looking to the future

The integrated Advanced systems will play a crucial part in the charity's future plans, as Graham Kelly explains: "We are confident that the future of the charity will be shaped by a community fundraising model enabling us to focus more on local level campaigns, whereby we build localised communities around bowel cancer and all those affected by the disease. Our vision is to launch an online Community where we can view all of our contacts from patients through to fundraisers, see fundraising activities locally on a map and create an online patient forum. Donor Strategy will be fundamental to the success of this future initiative, enabling us to have a holistic view of everyone geographically."

Kelly concludes: "Donor Strategy is at the heart of Beating Bowel Cancer's data driven operations, enabling the team to manage everything from patient records through to specific fundraising and financial management. We have worked with the team at Advanced NFP to achieve a significant return on investment from the solution. Our vision for the future is to work closely with Advanced NFP as one of our strategic partners, ensuring that Donor Strategy enables us to achieve our business and fundraising goals."

"Web integration and online services are crucial to us at Beating Bowel Cancer. We simply could not manage community fundraising without remote access for our fundraising staff. As the charity grows we can continue to recruit more staff on the ground and be confident that they have the necessary support and infrastructure at their finger-tips to ensure they can do their job effectively."

Graham Kelly
Director of Fundraising

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