



CASE STUDY

How InsightHub can assist campaign planning and evaluation

Air Ambulance Kent Surrey Sussex (KSS)



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Overview

Air Ambulance Kent Surrey Sussex (KSS) is an independent charity that provides 24/7 helicopter emergency medicine services (HEMS) across Kent, Surrey and Sussex.

With 100,000 players, the KSS lottery is the charity's largest income stream at approximately £9m per year. Revenue from in-memory and legacy donations is expected to hit £3m this year. Other individual giving activities earn KSS around £1m annually, along with development fundraising bringing in over £500,000.

There was a strategic decision to grow and diversify KSS's income streams. But the charity's existing CRM system had limited ability to inform the 'big picture view' the team were seeking about their supporters, to plan and evaluate new fundraising campaigns.

An initial foundation audit transformed the data and provided actionable insight. Opportunities and threats were identified and addressed, such as upselling lottery lines and obtaining email consents.

By using Wood for Trees' InsightHub benchmarking and reporting tool, KSS can collate multiple data sources and track interactions between fundraising campaigns and groups of supporters.

Regular giving attrition and lifetime value calculations can be made quickly and efficiently in InsightHub, with bookmarked cross-sell reports also helping in diversifying income streams, with a supporter-centric approach.

Key benefits

- Ability to collate multiple data sources and track interactions between different fundraising campaigns and groups of supporters for future analysis
- Quick and efficient regular giving attrition, lifetime value and cross-selling reporting, with bookmarked filters to review easily, time and time again



Challenge

A strategic move to more proactive fundraising meant KSS required a better understanding of their existing supporter base and fundraising performance, to plan and evaluate future campaigns and diversify their income streams.

Although the CRM system KSS had in place was sufficient for storing and reporting on fundamental data, it was time consuming to use for reporting and the data only provided a snapshot of information.

The team needed a tool and insight that would allow them to see a 'big picture view' from tracking all individual activities, which would allow them to diversify with confidence.

Solution

A foundation audit was completed in February 2020, prior to the onset of Covid-19. This consisted of our expert analysts decoding the data sitting within the existing CRM database, conducting explorative interviews organisation-wide, completing in-depth analyses and presenting fascinating insights back to the team.

However, the data journey didn't end at the foundation audit. Using our InsightHub benchmarking and reporting platform, specifically the overview and supporter engagement bundles, we've uncovered more insights that are helping in KSS's decision making and planning now that'll make a big difference in the future.



Results

Regular giving attrition and lifetime value calculations were possible, but difficult, using the CRM systems KSS had in place. Pulling data was time consuming and only provided a snapshot. Now, reports appear quickly and efficiently in InsightHub, with relevant data for specific time periods and a longer-term view.

Cross-sell is one of the most important reports for the team to focus on in diversifying the charity's income stream, with a supporter-centric approach. Now, they're able to look at how different campaigns and groups of supporters interact with each other.

The organisation is now going through a period of transition where they're able to collect more data, which can be accessed easily through InsightHub, to track current fundraising campaign data for future analysis.

The pandemic drove the charity to test door drop activity for the first time in over 10 years. And 12 months on, the team can start to look at the accumulated value of the individuals that received further communications over time rather than just the initial response.



The work-in-progress element of InsightHub is a benefit because, along with the quality of the data being input, its functionality is continuously improving. Reports and bookmark filters are available within 30 seconds of opening InsightHub to view time and time again.

Since completing the foundation audit, evaluation and planning has been aided by InsightHub reporting, which has enabled the team to see what's happening with current campaigns and supporters across the board to inform future decisions.



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