



TECHS 2 BUCKS

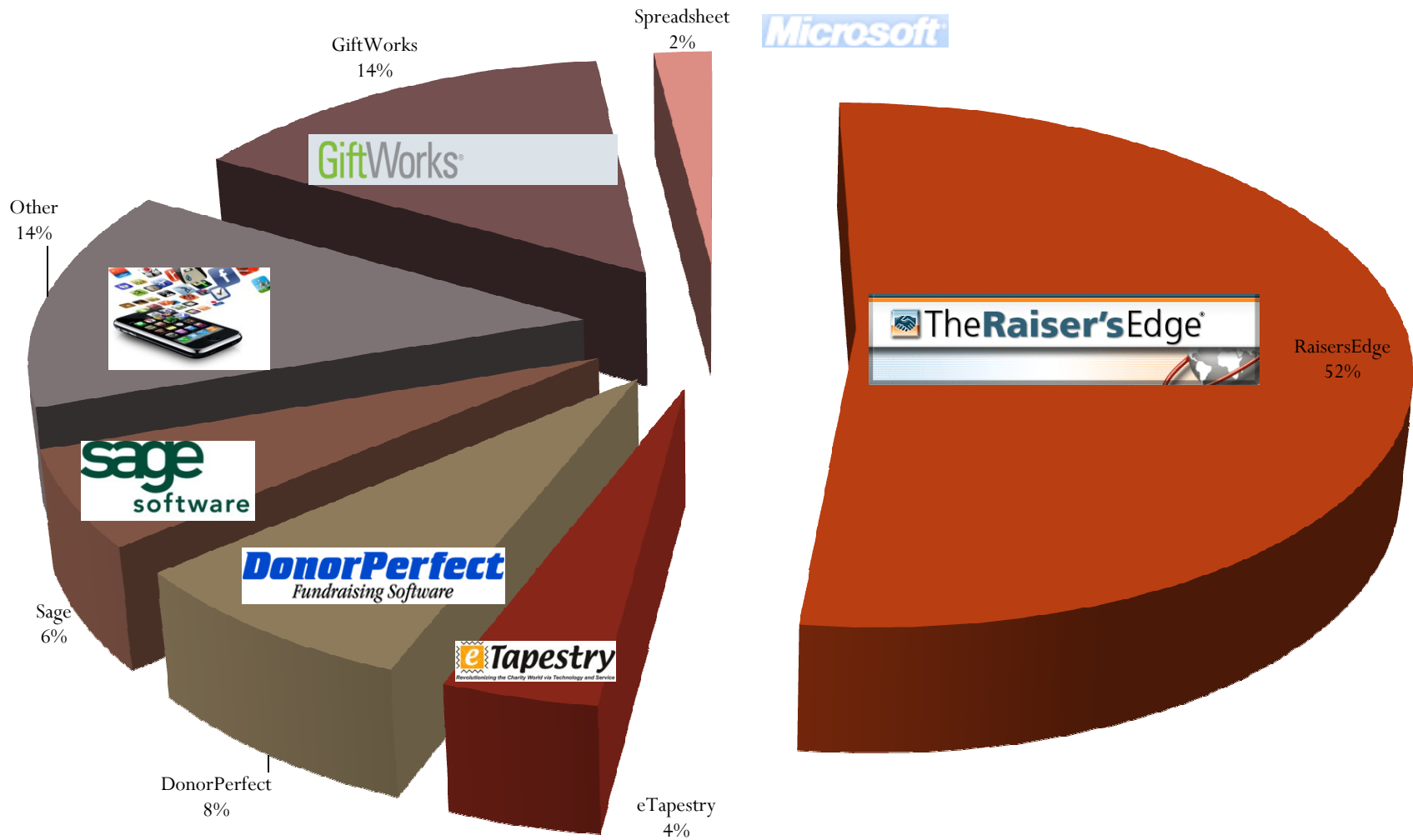
Donor Database Survey
conducted by Nonprofit Management Solutions



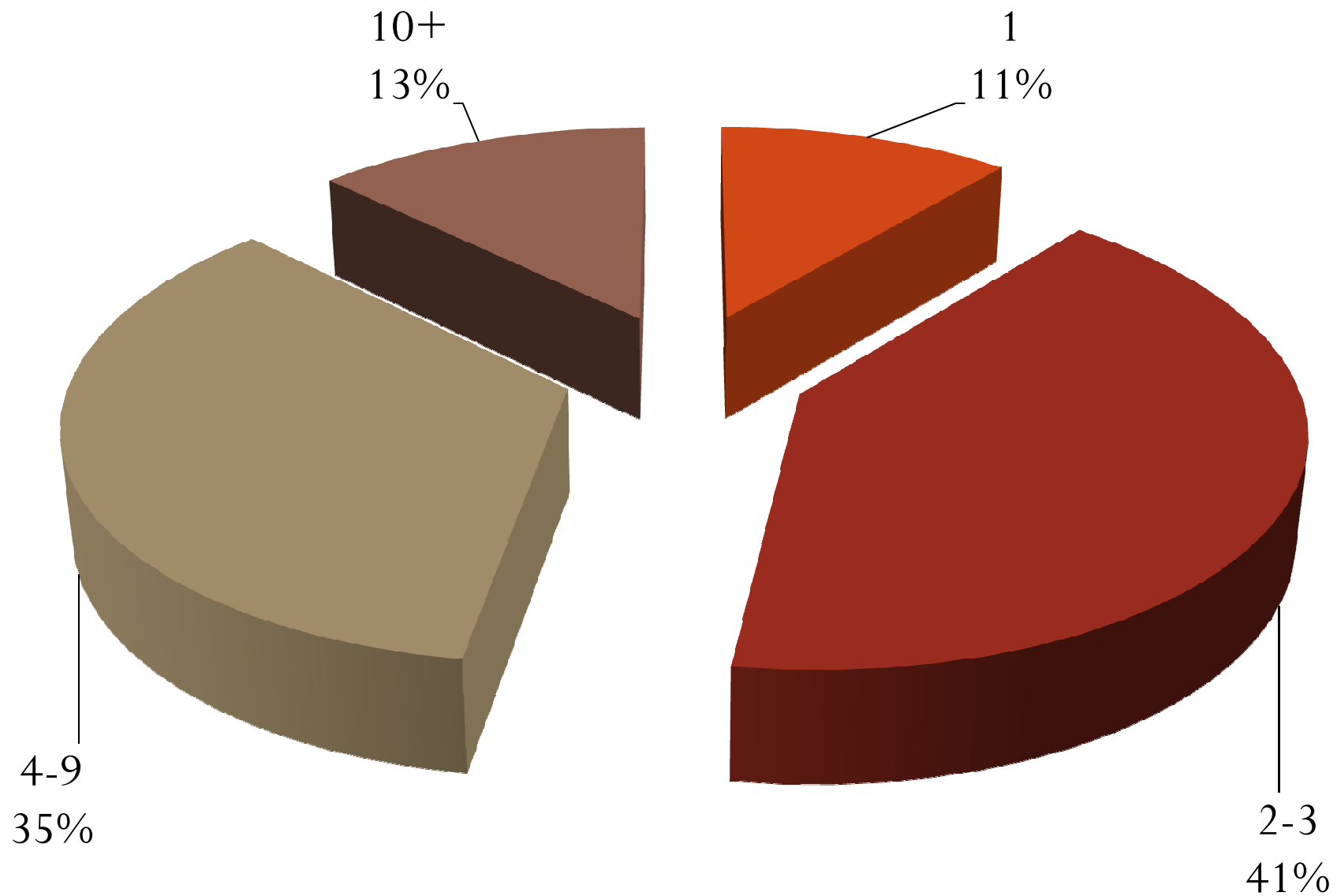
“Find Gold in your Database”

- Online survey
- Follow up phone calls
- 106 Responses
- Data acquisition:
 - Emailed to targeted Nonprofit Management Solutions list members and selected AFP San Diego members
 - Known software user groups
 - Referrals from software companies, user group organizers and consultants

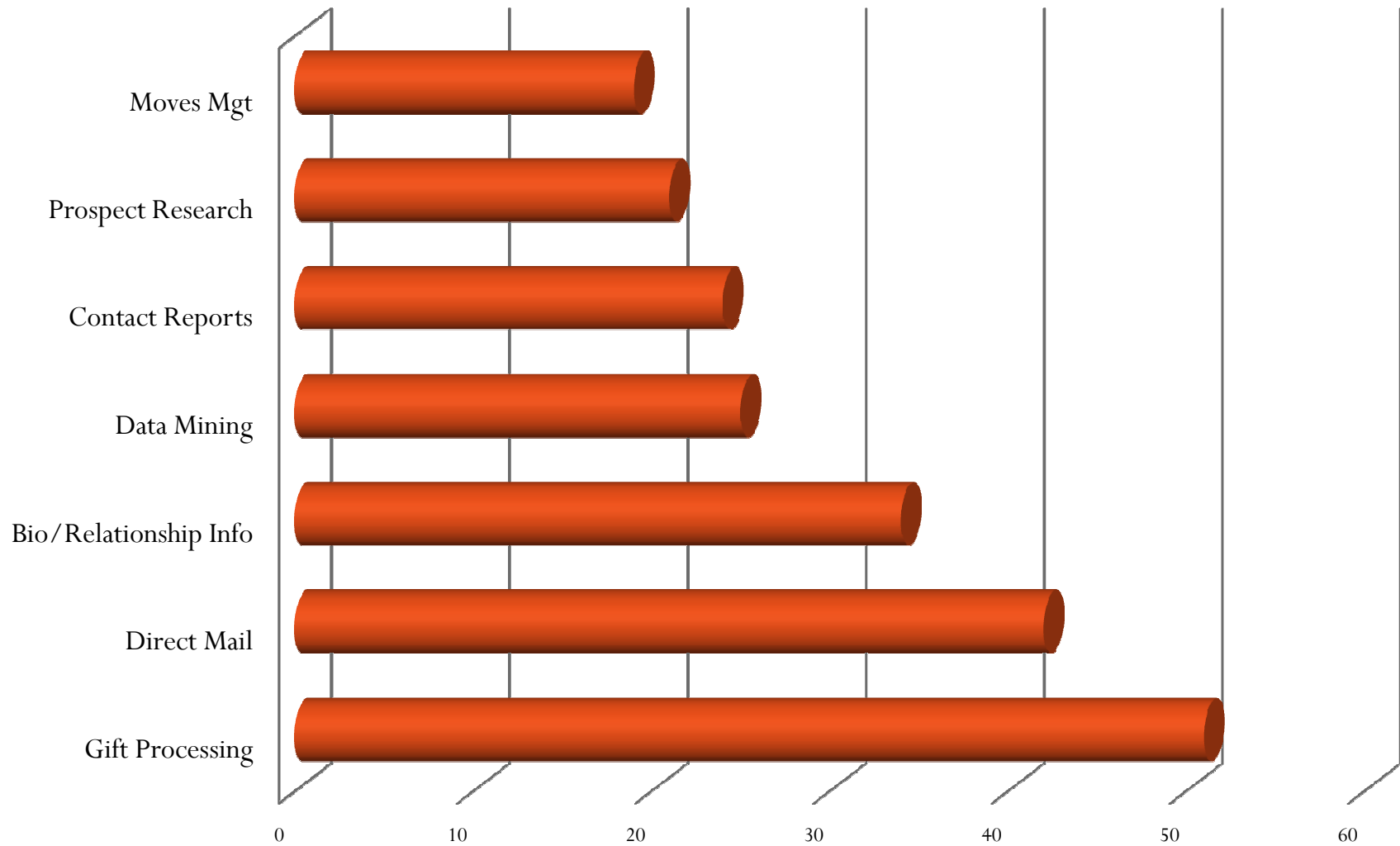
Donor Database Ownership



Development Staff Team Size



Database Usage by Function



Value of Database - Success Stories

- Facilitates accountability/reporting to boards, supervisors & funders
- Tracks campaigns, events, mailings.
- Creates an electronic “Box of Avery Labels”
- Captures names in LISTS, LISTS, and more LISTS!
- Promotes care, feeding & stewardship of donors
- Reports to stakeholders (staff and volunteers)

Needs/Challenges

- Affordable training
- Moves management with major donors
- Data mining
- Prospect research
- Depth & breadth of biographical info
- Relationship linkages
- Use by the entire staff, focus on senior staff
- Accurate data

Needs/Challenge Quotes

- *“Our greatest need is **affordable training** on how to use the data base. The software company’s **training is too expensive** and **the manuals are too complicated to understand.**”*

Needs/Challenge Quotes

- *“We need to learn how to use **ALL** the features our donor management software offers. I think we are only using 10% of its capabilities.”*

Needs/Challenge Quotes

- *“We will need a dedicated person to ensure our information is accurate and properly managed so our development department can use access it at multiple levels.”*

Takeaways

- Landscape continues to diversify and simplify
- Under-utilization of software dominant
- Under-utilization of data obvious
- Software users need cost effective training
- Organizations benefit from user group participation
- Progress has been made – more progress is necessary

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