

## RNID's Reporting journey with ADRFM

by Paul Hayward, Director of Fundraising at RNID

### Introduction

This case study talks about how RNID have used data and insight in strategic ways since 2019 to drive a transformation in their work using ADRFM.

ADRFM is a suite of reports and tools that helps you leverage the data that you hold on your supporters.

Key Results were:

- Strategic Data Led Reporting and Insights. Informing the relationships between Supporters and Beneficiaries
- New blended segmentation approach including propensity scoring
- Organisational transparency – Accessible insight across all parts of the charity, not just fundraising

### The Story of RNID

RNID is a national charity who are there for the 12 million people in the UK who are deaf or have hearing loss or tinnitus. They aim to change society to make it more inclusive for everyone, help people hear better today and fund world-class research.

In late 2018, a full Fundraising Review was commissioned by the charity. It concluded that the charity's reporting, insight, and segmentation were not fit for purpose. A change review process went from senior and executive leadership teams to assistants and officers to discover how they managed and monitored work on a day-to-day basis.

A review of what data was held, where it was located and the validity of it was then conducted. RNID also produced a new 5-year strategy after the name change back to RNID from Action on Hearing Loss.

Having worked with Actually Data previously, RNID commissioned a review and development of a suite of reports that could move the organisation forward.



The Lack of Insight, inadequate segmentation and data across multiple systems were causing RNID to struggle with data-led decision-making

- December 2018 - A full fundraising review was conducted
- Data issues were raised in the review:
  - Severely lacking insight and reporting
  - Decision-making was not data-led
  - Teams did not have KPIs or targets for their programmes
  - The charity lacked proper audience segmentation and insight about supporters and beneficiaries.
  - Data was spread across multiple systems that were not integrated in any way
- Paul started his role in February 2019 and immediately worked to rectify the above to help drive fundraising at the charity

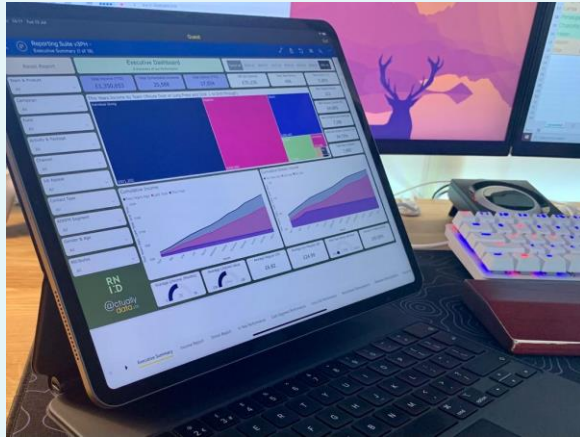
## Why RNID Chose ADRFM

Working with the team at Actually Data Analytics was great; we had a partner who understood fundraising and systems that could handhold us through the change process. They worked at all levels of the organisation – people wanted to change due to the lack of insight the charity could offer its leaders and staff.

The partnership between Actually Data Analytics and RNID means that we have regular conversations about what is working and what might need tweaking. With the right tools and access to data, we can transform it to help make it more meaningful, rather than burdening a database team.

Paul's personal nightmare – The data was in urgent need of cleaning. Thanks to our versatile data cleaning tool, we were able to make immediate changes to the data, which could then be reflected in the Reporting Suite.

## How RNID Used ADRFM



This project has transformed each of these areas, enabling teams from across the charity to access, interrogate and support the work we do.

It has changed the way we segment our supporters and beneficiaries, opened up the results of our work to colleagues, and brought together our systems and data for the first time.

Through the suite of reports, timely and relevant information about the performance of our work and programmes can be surfaced and analysed. This is accessible to staff at all levels, giving teams the ability to drill down through information to discover new opportunities and identify new audiences for our work. They have provided strategic insight that has informed the development of fundraising management and strategy across our teams and helped inform high-level strategies beyond the fundraising team.

RNID performed a strategic review of our services. The Reporting Suite helped to inform this strategy, providing insight into the relationship between Service Provision and individual fundraising for the first time in the charity's history.

The accessibility and rich information presented in the suite has enthused staff at every level, involving teams across the organisation and helping them become data-led and insight-driven, which in turn will change the way we support our beneficiaries and engage our supporters.

## Where are we now

We now have insight! The insight we've surfaced has informed both the high-level organisational strategy and the funding strategy, helping identify where we want to invest money in the future.

Teams are making data-led decisions with fundraisers getting closer to their data. We are starting to use the system to develop segmentation.

As an example: Data driven insight led to investment in programmes and has shaped our work during the COVID-19 crisis.

## How you can get started

If you're starting on your data journey, I would suggest sitting down with your organisation's and team's strategy and identifying key metrics based on them.

It's a great way to get buy-in right from the top, but also means that you will put your results right at the heart of the organisation as it develops.

Work with your teams and engage as many people as you can at the start. Find out what is useful to staff as well as leaders – it's the best way to get buy-in and create something genuinely useful.

In terms of KPIs; try making your first KPIs to begin capturing data in the right way. It is achievable, measurable, and will have a real impact down the line...

Also - work with your data team! And most importantly, keep it simple to start with.

## Book a Demo

If you'd like to find out how Actually Data Analytics could help your organisation, please use the form below and we can book a coffee and a call to discuss how we can help you on your journey

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