



THE MAGNIFICENT SEVEN

7 ways consent can **boost supporter engagement**

Wherever you are on your data journey, it's clear that supporters are getting savvier about the use of their personal data. Especially as they spend more time each year online.

Supporters hold charities in high regard: they expect you to be transparent about how you capture, retain and intend to use their personal data. They also want to have the control to update or remove their data when necessary. When you give them this control it builds trust. Trust is the foundation to building long-lasting relationships, it's key to growing your supporter base and donations. That's why we've put together seven ways to build trust in your data practices that result in increased supporter engagement and donations.

Here are the magnificent seven:



1 GIVE SUPPORTERS MORE CONTROL OVER THE DATA THEY SHARE WITH YOU

Research shows that if you give individuals more control over the use of their data, they are likely to give you more data. In their survey* of 8,500 people across six countries, Deloitte found that individuals are more willing to provide personal information if an organisation is transparent about how they intend to use their data and allow them to easily opt-out. Combining control with transparent processes will earn more supporter trust, commitment and loyalty.



2 DON'T ASK FOR EVERYTHING AT ONCE

It's a bit like dating. Rush into it and the object of your affection is likely to take flight. Don't ask everything on your first encounter, take it slow – just getting their phone number can be a good result. Then when you start to interact and get to know them, you can start asking for more – step by step. It's a long game but one that shows your new and existing supporters that you respect and value them, which ultimately builds trust and more regular engagement.



3 BE TRANSPARENT WITH SUPPORTERS

Tell them exactly how you're going to use the data they share with you. This may be buried in your privacy policy, but it's worth highlighting specific points at the point you ask for personal data. If you want to capture data to keep people updated about the wonderful work you do, tell them what they will get and why you both will benefit. Transparency builds trust.



4 RUN NON-PROMOTIONAL PARTNER ACTIVITIES

Work with your corporate partners to use non-promotional activities to attract more supporters. If a corporate partner posts an educational blog with tips from your charity's team, they can ask readers in the blog to support your charity by signing up to your newsletter (for example) to hear more expert tips and advice. This practice is compliant, and to shamelessly plug our software, we have a feature in our Consent and Preference Management platform called Generate+. It is a simple widget your partner can use on their website, so the supporter data is captured compliantly, complete with consent receipt, and securely transferred to your CRM.



5 CREATE ONE SOURCE OF TRUTH

Organise your systems to have one source of truth for all your supporter's consent and preferences. This is a practical example of how accurate data can increase engagement and reduce blanket unsubscribes. If you have one source of truth for all your supporter data along with exactly what they are interested in and how frequently they would like to be contacted, you can create more personalised, relevant communications, so supporters are more likely to engage, respond and remain committed.



6 USE GDPR PROCESSES TO YOUR ADVANTAGE

If you collect and store data to find people of interest for major giving programmes or Goodwill Ambassadors, you have to inform them why you have their data within 30 days of processing their data. You can turn this into a marketing opportunity. Write to them to tell them why you think they are a perfect supporter and explain why you're holding and processing their data. Most people will be flattered to be chosen, and it will open the door to conversations about their involvement much quicker than if you had planned a big campaign.

7 SHOW YOUR LOYAL SUPPORTERS SOME LOVE

Showing some love is key to supporter engagement, commitment and loyalty. The more you appreciate your donors and keep them updated on your work, the more likely they are to continue to donate (and potentially give more). By capturing accurate consent and preferences, in one place you'll understand your supporters deeply and be more able to target your marketing messages more effectively.



If after reading this you would like to talk through more ideas on how to improve the way you capture, retain and grow supporter consents and preferences, please get in touch with our friendly team.

Our solution is represented in Gartner's 2020 Market Guide for Consent & preference Management (under our former product name MyLife Digital) and has a 5* rating in the Salesforce AppExchange from The Royal Parks and others for our out-of-the-box integration with Salesforce. We also support a whole host of other charity CRMs including Raiser's Edge, Microsoft Dynamics, Care NG and Blackbaud CRM, as well as in-house built CRMs.

Working with our partner, Wood for Trees, the leading data insight provider to some of the UK's best-known charities, we have demonstrated that increases in consent and preferences can be hugely supportive to income growth through a greater understanding of engagement.

WE'VE WORKED WITH THE CHARITY SECTOR FOR MANY YEARS. HERE ARE SOME OF OUR HAPPY CLIENTS:

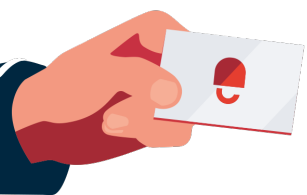


"We needed to find a tool that would help us to maintain a relationship with the maximum number of supporters and that could adapt to future regulatory requirements. We can now provide our supporters with the ability to tailor their relationship with us. This new technology helps us increase the trust of our supporters, strengthening our relationships."

Nick Daniel
Marketing Director at Dogs Trust

"As a result of flexibility for recording permissions introduced by DataGuard, UNICEF UK have seen a significant increase in the number of supporters giving consent to marketing depending on channel."

Vicky Johnson
Head of SupporterCare, UNICEF UK



DataGuard is a Compliance software company focused on Data Privacy and Information Security. As a European leader in the Compliance SaaS category, we enable over thousands of SMB and Corporate customers to automate and operationalise Privacy, InfoSec, and Compliance ("PIC") with ease. Our end-to-end SaaS solution drastically reduces the time and money companies spend to comply with privacy legislation such as GDPR, manage consents and preferences, and obtain infosec certifications such as ISO 27001. This enables our customers to focus on their core business, create value through trust and compliance, whilst mitigating risks and preventing breaches. We have offices globally in Munich, Berlin, London, and Vienna.



**Let's talk about your challenges
and define first steps on your
compliance journey:**

Contact us

You might also like:

- [Buyer's Guide: Consent & Preference Management Software for Charities](#)
- [Attitudes to Data Report](#)
- [On-Demand Webinar: Addressing the privacy paradox](#)