Digital strategies and cake

13 July 2023

adapta

processes, people and technology

Making Digital Real

- We are a **specialist** information systems consultancy

- We only work with **charities**, associations, trusts and others in the not-for-profit sector

- We are completely **supplier-independent**

- Our consultants have held **senior** positions in a broad range of different organisations

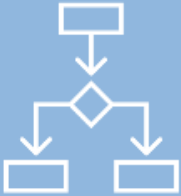- Our advice and guidance is based on **practical experience** gained over many years

Depth and breadth

Digital, Data & Technology Strategies	Reviews & Health Checks	Business Processes & System Requirements
Supplier & Solution Selection	Interim Technical Leadership	Programme & Project Management
Risk, Compliance, Data Protection & Security	Governance & Business Cases	Change & Organisational Development

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Our Mission and Purpose

Our Mission

We **empower** organisations to deliver transformational impact through more effective use of technology and ways of working

Our Purpose

From **our minds to your minds** – our team of experienced, independent consultants work with you to transfer their knowledge, share their expertise, and **develop your organisational capability**

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Programme

14:00   **Arrival and welcome**
Welcome - introductions and overview of the agenda for the afternoon.

14:10   **Digital Strategies – where to start, what to include, and don't forget the tech and data**
Keith Collins, Adapta Consulting

14.30   **Presentation – Christian Aid**
Chris Morris

15.00   **Tea/Coffee and cake**

15.15   **Presentation – Trussell Trust**
Dave Massey

15:45   **Roundtable discussion & feedback**
All

16.30 -   **Review & close**
17.00   Keith Collins, Adapta Consulting

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Questions from you...

Learn what digital strategies mean and how it can be applied to our organisation

The 'where to start' part is most relevant. We know we need a strategy to guide the development of our services but knowing what to include is a challenge.

Understanding of best practice for digital strategies... ideas for things we might implement, helping to spot gaps in what we currently have.

I am starting to put together a digital strategy for our organisation, so understanding the best things to include and leave out. Also some of the best formats for recording it.

What do we mean by digital transformation in a post covid world with remote working the norm. What does that mean for systems/data etc

An understanding of how other NFPs are approaching digital strategy and roadmapping, with special interest in data.

We're going through a digital transformation at the moment and while it will give us broad technology roadmap, we need to have strategies at both a corporate level and programme/project level to improve our delivery of services.

Learn more about not only creating a digital strategy but how to adapt it and make sure the organisation is achieving this - setting milestones etc

A better understanding of how to transform our charity and processes digitally.

To learn from other Organisations and presenters how to construct and document a Digital Strategy so it is understood and used by the Organisation to improve Digital presence.

General information, guidance insights into how to build an effective digital strategy. My colleague is new to the charity industry so this will be useful for her to learn more about marketing for a non-profit organisation.

Understanding what digital transformation means holistically and the impact it has on an organisation (both positive and negative).

New insights and trends in digital strategies in UK market and globally. Meeting industry marketers/ charities / potential vendors

How to start, practically, introducing and experimenting with AI into a not-for-profit organisation.
Examples of how others are doing this, with example areas of smaller, initial use of AI and the needs of the organisation to be set up to successfully do that.

to hear how other small/medium charities are handling digital strategies. particularly when there is no one person responsible for their implementation

Understanding of key strategies, ideas and recommendations for non-profits to utilise and access

Ingredients in the digital mixer

- Governance & prioritisation
- Outside-in mindset
- Your customers
- Culture & collaboration
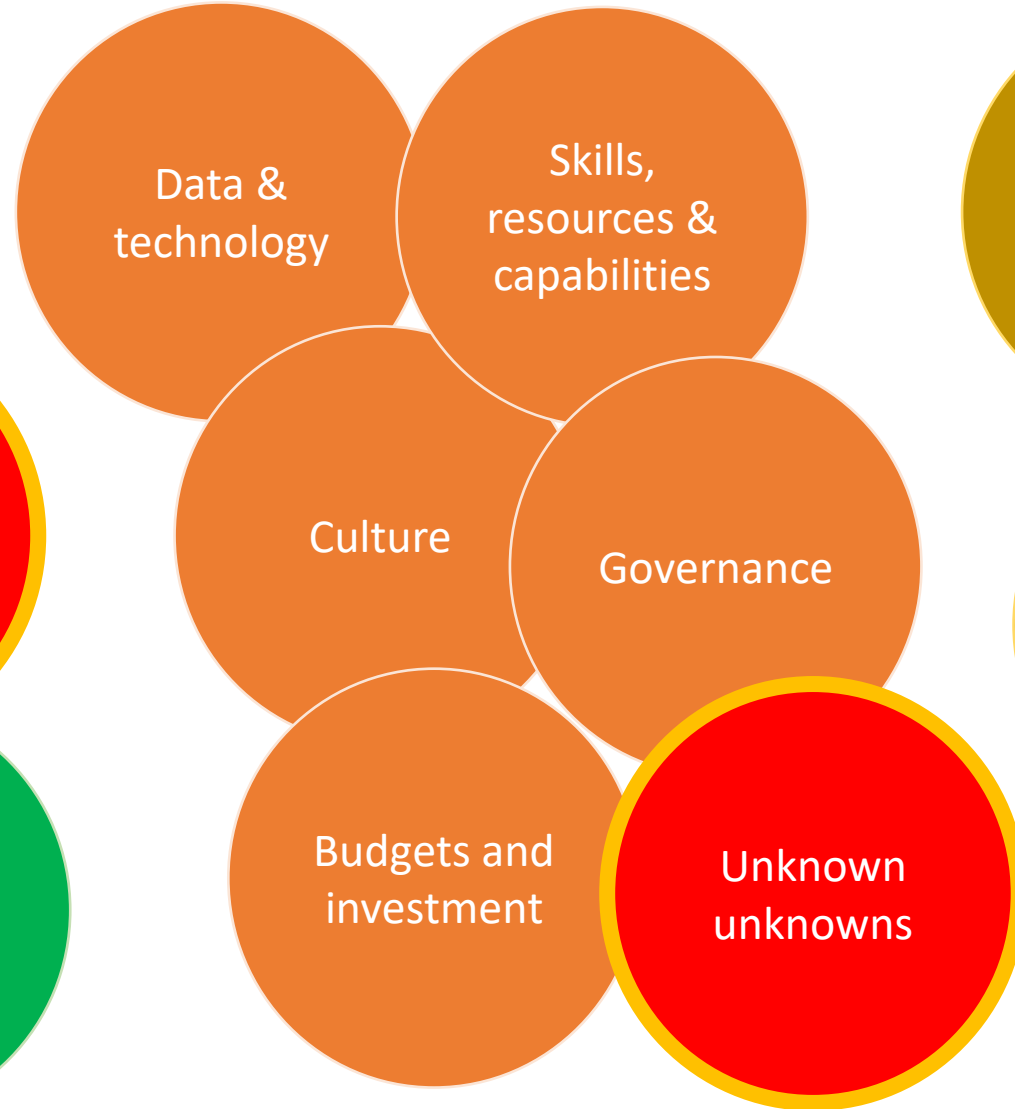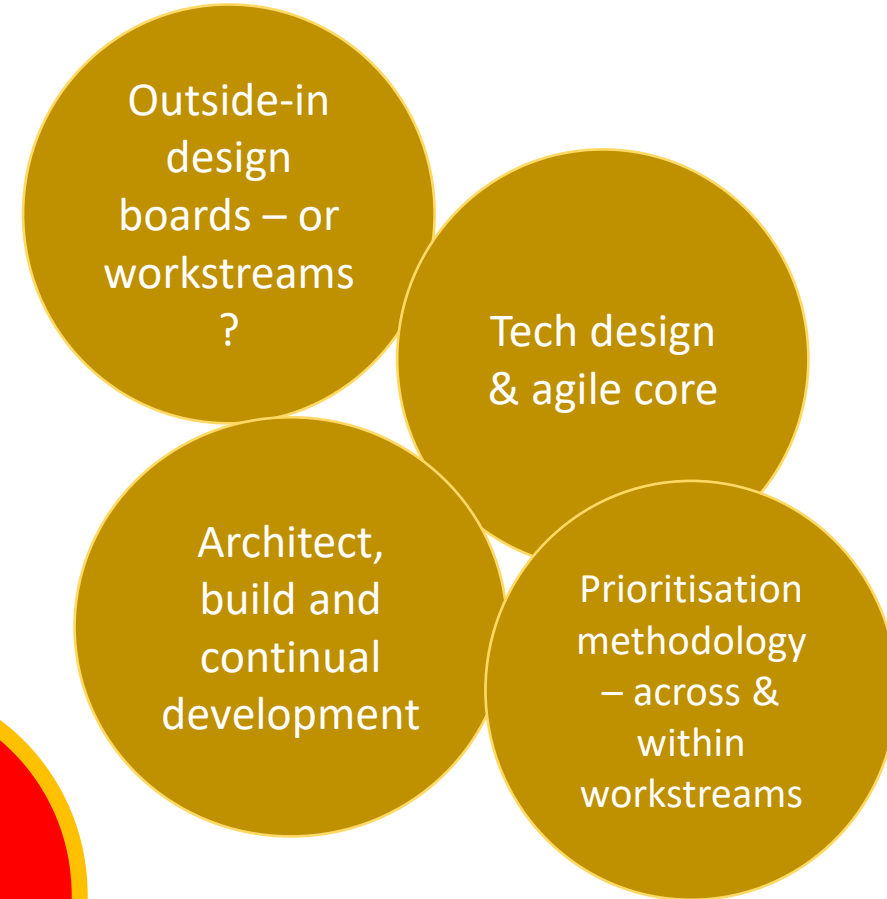- Skills & resources
- Data
- Technology

Align

Review

Envision, Organise & Implement

Strategic objectives

Who are your audiences & what do they need?

Ways of working

External factors and trends

Data & technology

Skills, resources & capabilities

Culture

Governance

Budgets and investment

Unknown unknowns

Outside-in design boards – or workstreams ?

Tech design & agile core

Architect, build and continual development

Prioritisation methodology – across & within workstreams

A simplified approach…

Customer Experience

Employee Experience

Digital innovations in membership, bookings & payments

From office to home – new ways of working

Technology tools for improved collaboration

Digital to support participation & coaching

People & culture, policies & procedures

Marketing and communications

Digital – who are we thinking about?

Focus on the customer (supporter, fundraiser, campaigner, beneficiary, volunteer, participant)

Supporter Persona

Who: Debbie, age 34, Bristol, 2 young children, environmentally aware, active on Facebook and Instagram

Why: Lost grandmother to …

What they want from CHARITY X: To help remember her grandmother, get involved in campaigns, and to support the cause through donations and other fundraising opportunities.

Initial contact – through searching for key words and coming to the website

Through the website, creates a tribute fund (using MuchLoved)

Debbie receives initial acknowledgement and thanks for setting up the tribute fund

Debbie receives regular email updates on donations to the fund

Debbie shares the online tribute fund with her 134 friends on Facebook

Debbie's friends Sharon and Julie contribute to the tribute fund

Debbie receives regular email updates inviting her to participate in the latest campaigning and fundraising activities

CRM

Debbie's friends Sharon and Julie participate in the online campaign

Debbie shares the online campaign with her 136 friends on Facebook

Debbie participates in second online campaign

Debbie participates in first online campaign

Website | Email marketing | Engaging Networks (Campaigning) | Social Media | Much Loved | CRM

What might a generic charity 'customer journey' look like?

CX
Customer Experience

Supporter Persona

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| Website | Email marketing | Engaging Networks (Campaigning) | Social Media | Much Loved | CRM |

What do we notice here?

Your audiences are increasingly in charge of the whole experience. Sometimes using platforms and channels beyond your control! How do you keep up with all this?

And they are creating lots and lots and lots of data, in lots and lots of different places!

Setting the scene – an heretical statement!

*"Nurturing an effective digital **culture** is difficult. Selecting and implementing **technology** that can actually support your digital (and data!) strategy is at least as difficult!"*

It's dangerous to assume that your technology can support this brave new world
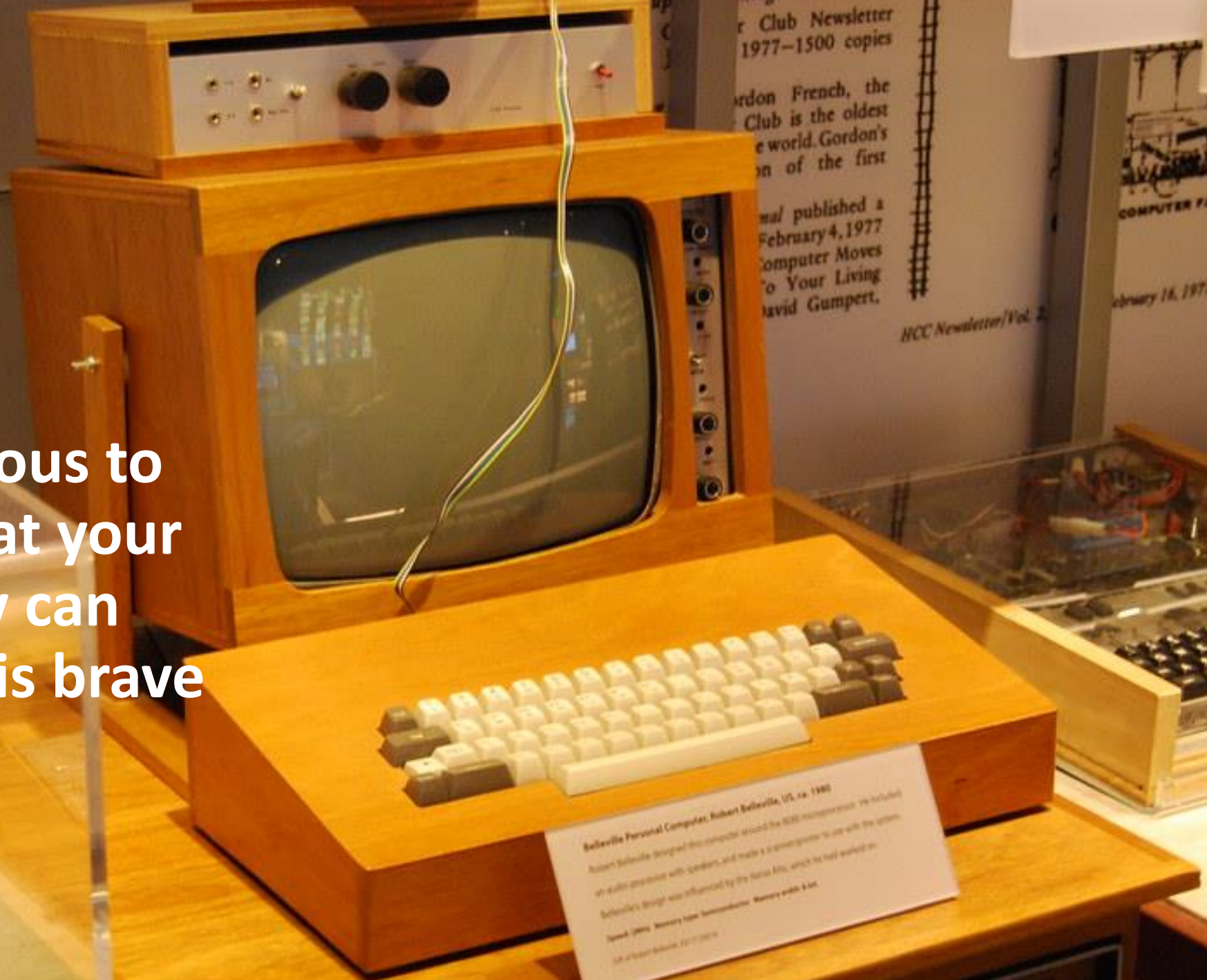
Determine your digital architecture

What technology and data do you need and how should everything integrate?

Digital Products "Front End"

Business Systems

Strategic Data "Business Intelligence"

Corporate Systems

Supporter Experience

Beneficiary Experience

Volunteer Experience

Employee Experience

Channel A Content

Channel B Content

Channel C Fundraise

Channel D Events

Market Ethical Goods

Digital Web Service Register

Digital Web Service Support

Customer Data Platform

Social and Community Tools

Communication Tools

Fundraising CRM

Grants System

Member CRM

Case Management Tools

Learning Tools

Impact

Engagement

Service Delivery

Income

Diversity

Volunteer Management

Finance Accounting

Content/ Document Management

Productivity Tools

HRIS

But when, how and for who was this stuff built?

Digital Products "Front End"

- Channel A Content
- Channel B Content
- Channel C Fundraise
- Channel D Events
- Market Ethical Goods
- Digital Web Service Register
- Digital Web Service Support

Customer Data Platform

Supporter Experience

Beneficiary Experience

Business Systems

- Social and Community Tools
- Communication Tools
- Fundraising CRM
- Grants System
- Member CRM
- Case Management Tools
- Learning Tools

Strategic Data "Business Intelligence"

- Impact
- Engagement
- Service Delivery
- Income
- Diversity

Corporate Systems

- Volunteer Management
- Finance Accounting
- Content/ Document Management
- Productivity Tools
- HRIS

Volunteer Experience

Employee Experience

Digital tools – all modern and sleek and trendy. Built using modern approaches with the customer in mind

Data infrastructure – built back in the mists of time. 'Ramshackle'

Learn what digital strategies mean and how it can be applied to our organisation

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Back to these...

Data

Digital

CX

Culture

Focus on the customer (supporter, fundraiser, campaigner, beneficiary, volunteer, participant)

They all need to be super-connected to deliver what the customer needs

You'll need to be able to innovate at pace

The data side might need to play catch-up

Digital innovation at Christian Aid

A bit about me

Chris Morris, Digital Lead, Christian Aid
E: cmorris@christian-aid.org
T: @ChriMor

What I'll cover

- The intersection of digital and data
- Testing and innovation
- Capability building – inc. digital skills and literacy
- A focus on data strategy and governance
- Christian Aid Case study: our emergency appeals
- CRO and Winning awards!

Digital support for Fundraising
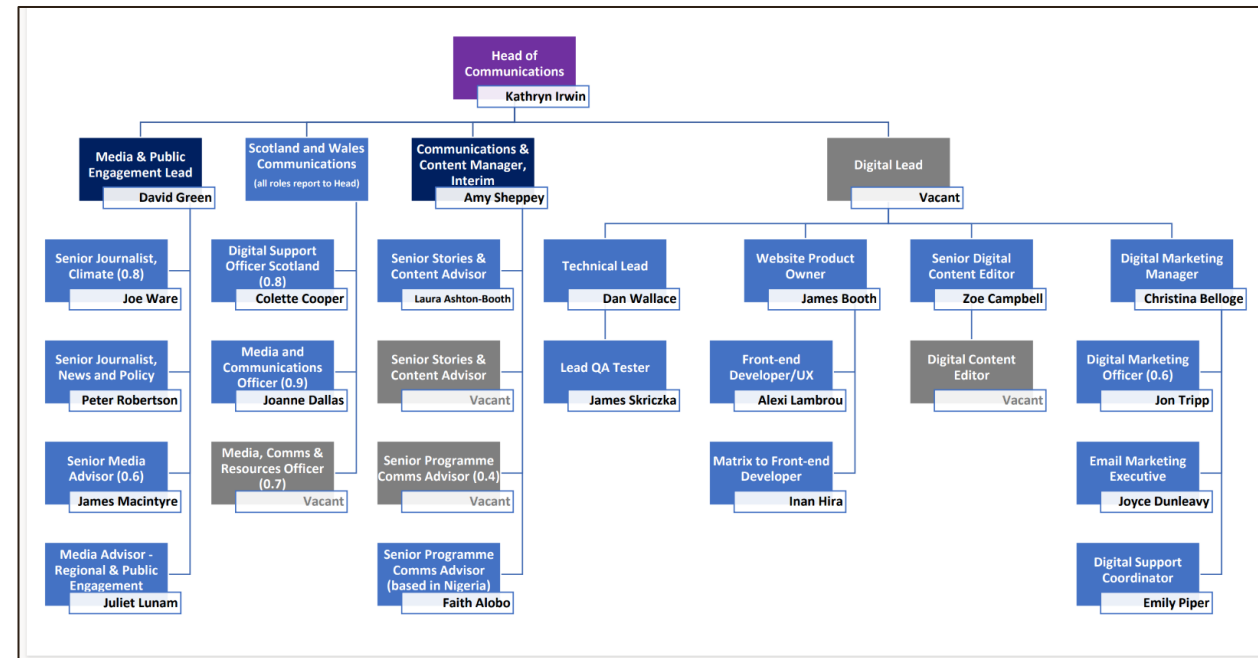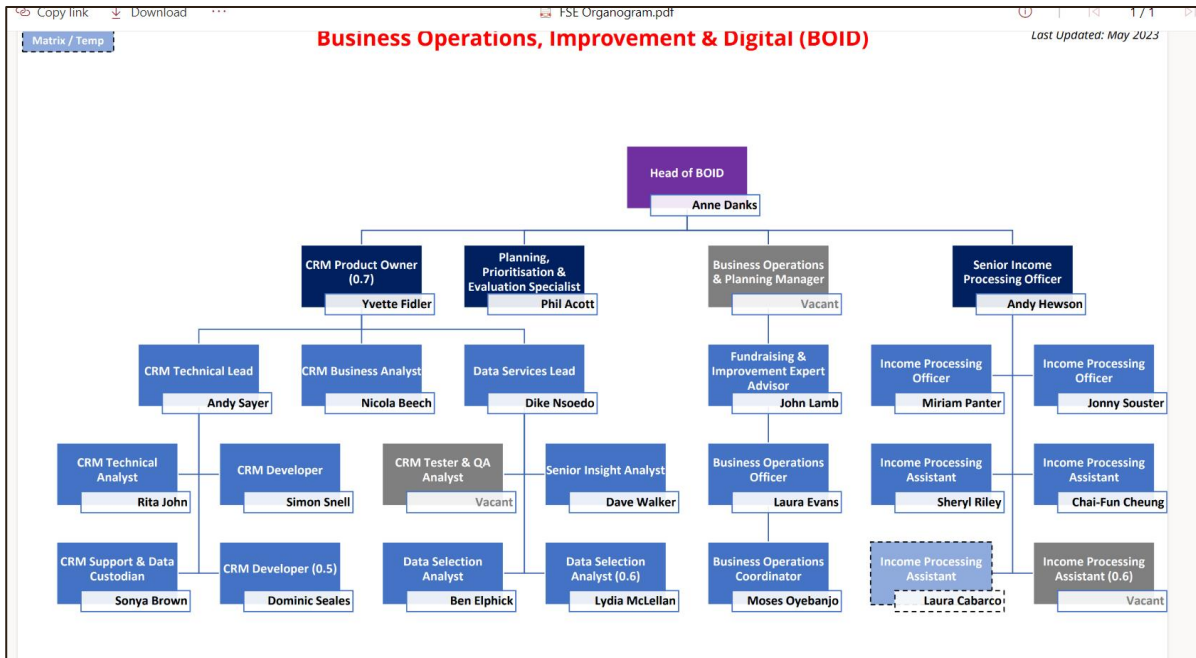
How Digital supports teams at CA
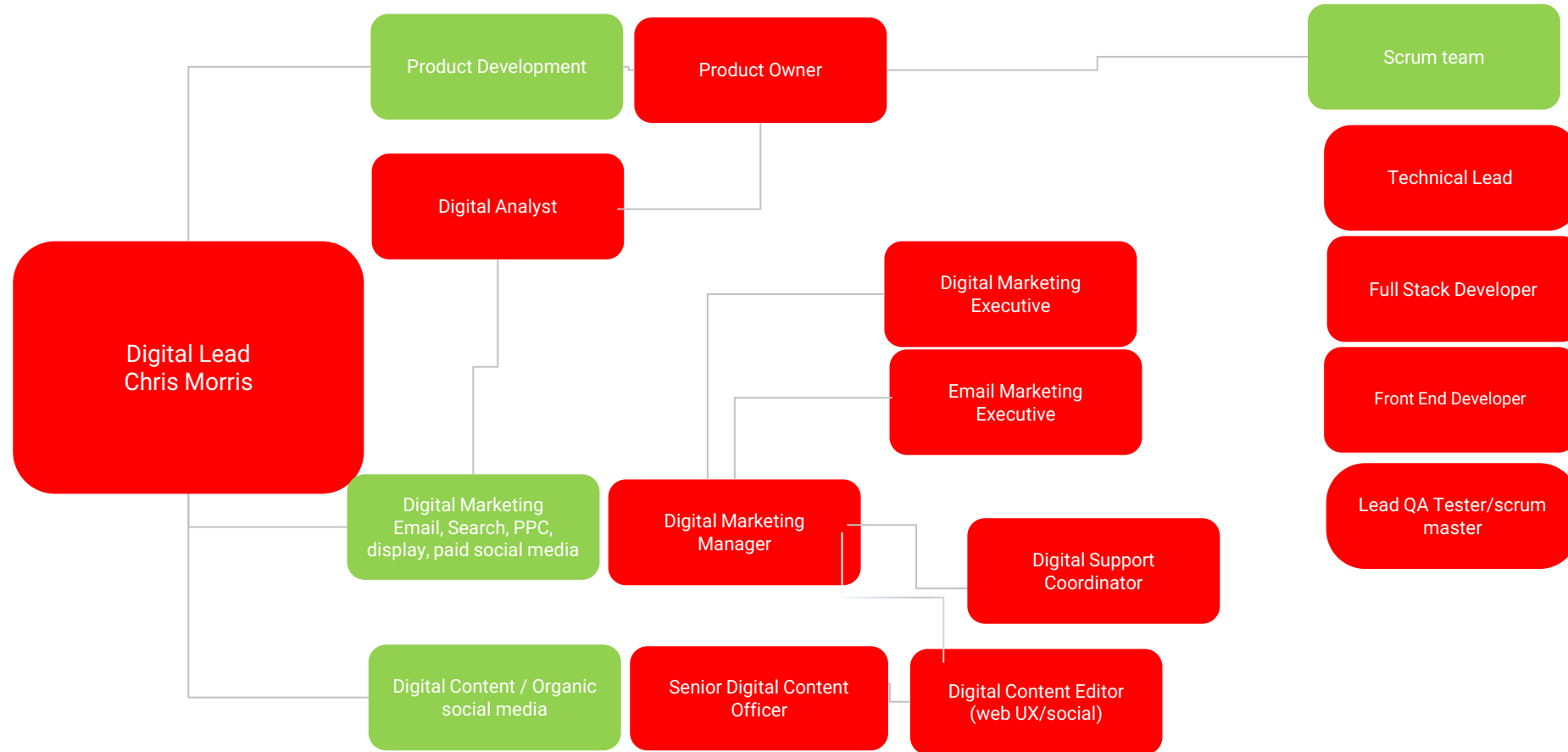
Case study: Scaling up our emergency appeals at pace

- Emergency landing page live within a few hours with donation ask

- Content from Syria within 24 hours for use across channels

- Email to all supporters on day 1

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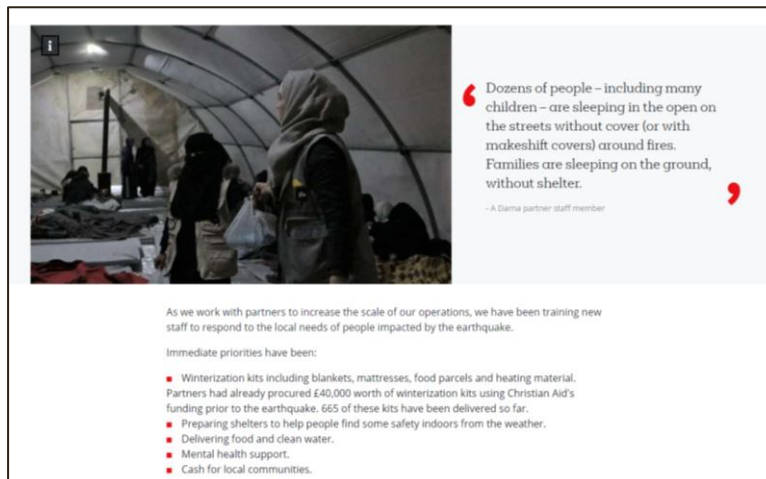
Scaled up response – day 2

- Specific costings in the web ask to drive reassurance

- Paid Search live – following DEC's lead (we cant out bid them!)

- Paid Social campaign live

- Email campaigns to all audiences

- Ongoing content from the field telling supporters how their money is being spent

- Display advertising
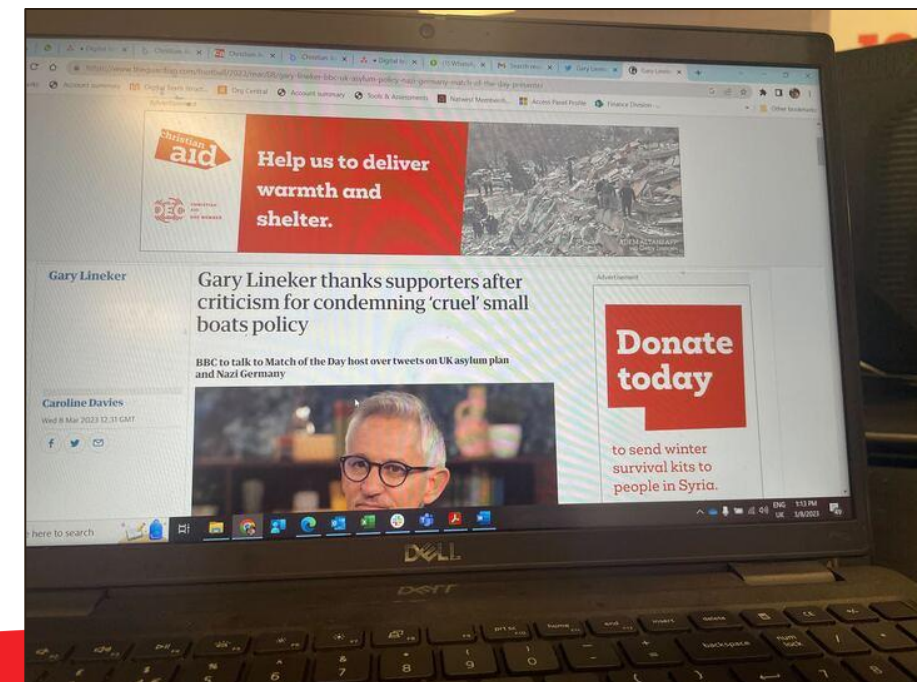
Results

- £400,000 donations on first day

- Highest ever average gift donation for an appeal (nearly £100) for duration of appeal

- Total income just under £1.5m

- 2nd highest CA appeal (on day one)

- 3rd highest DEC appeal income

Google Analytics — christian aid — Feb 6, 2023 - Feb 7, 2023

User behaviour overview

Donation Revenue	Donations	Avg. Donation	Users	Value Per User	Value Per Session	Avg. Session Duration
£400,010.72	5,016	£79.75	3,351	£162.93	£156.35	00:04:17
No data	No data	No data	No data	No data	No data	No data
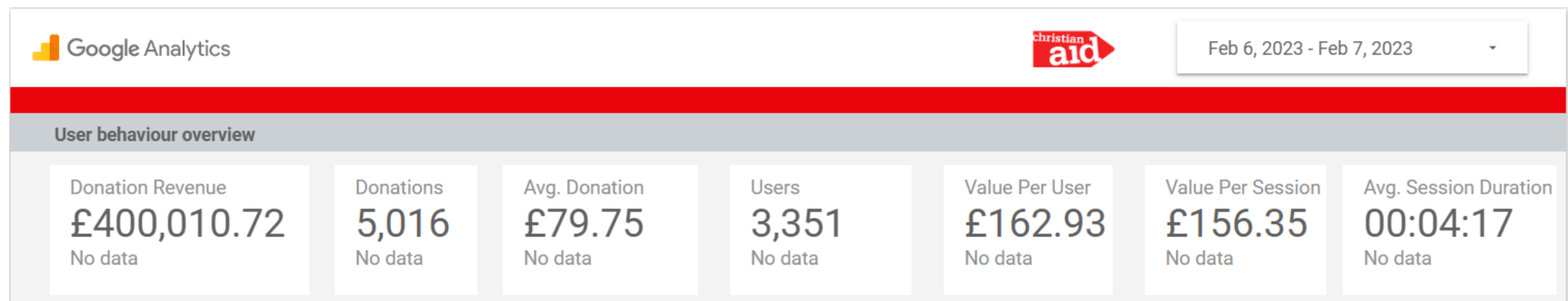
Following up / stewardship

- Latest updates from the field including the impact of second earthquake
- Follow up email blasts to donators and non donators including video content test via email and paid social
- Daily review of data and analytics
- Test and learn approach to CRO
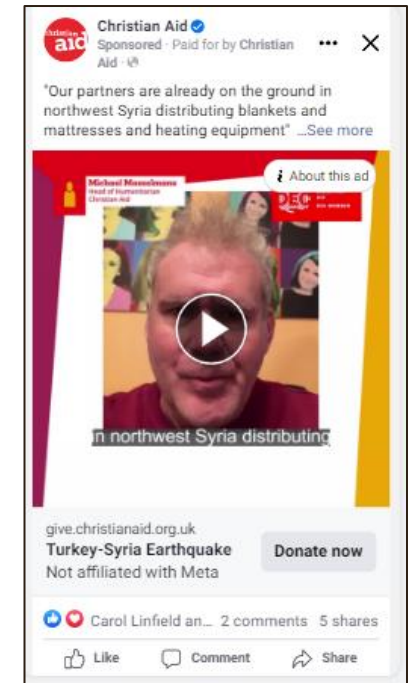
Increased innovation collaboration across teams

- A focus on digital capability in teams, global digital skills and innovation forum

- Global Digital Community of Practice established

- Digital and ICT – 2 hubs of development working in tandem to plan and deliver digital-technology roadmap

- Social media – 'reactive squad'

- Digitally enabled reactive campaigns & appeals such as 0.7% Pledge and vaccine thanking + more reactive social media campaigns:

Vaccine thanking campaign: £87k income

0.7% campaign: 24 new Regular Givers
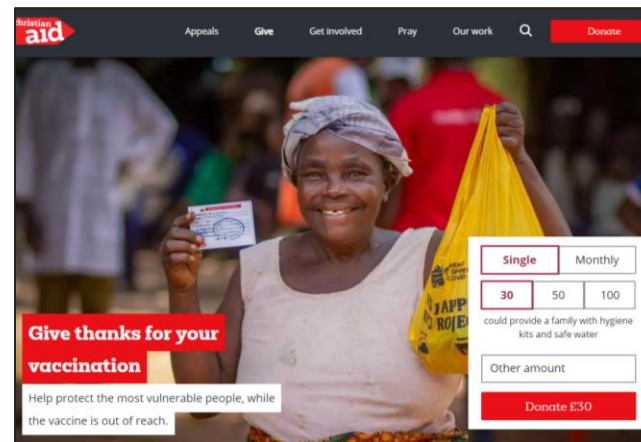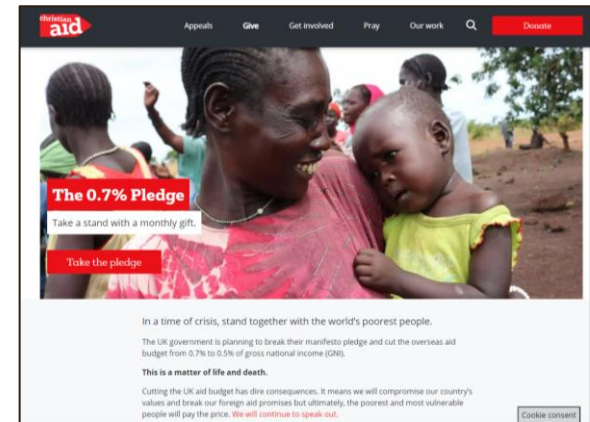
Digital innovation: The agile journey

- Dedication to an agile mindset in Digital
- Dedicated Digital scrum resource
- Adoption of agile methodology/ principles/ceremonies
- Ensure that Digital is seen as the team that is doing the forward planning – getting there first!
- Getting the right roles in place in the team:
  - Initially a scrum master
  - Fully trained agile dev team
  - Product Owner (for the website) able to explain processes to stakeholders
  - And a Digital Lead that champions the agile approach – internally and externally

How Digital supports campaign innovation
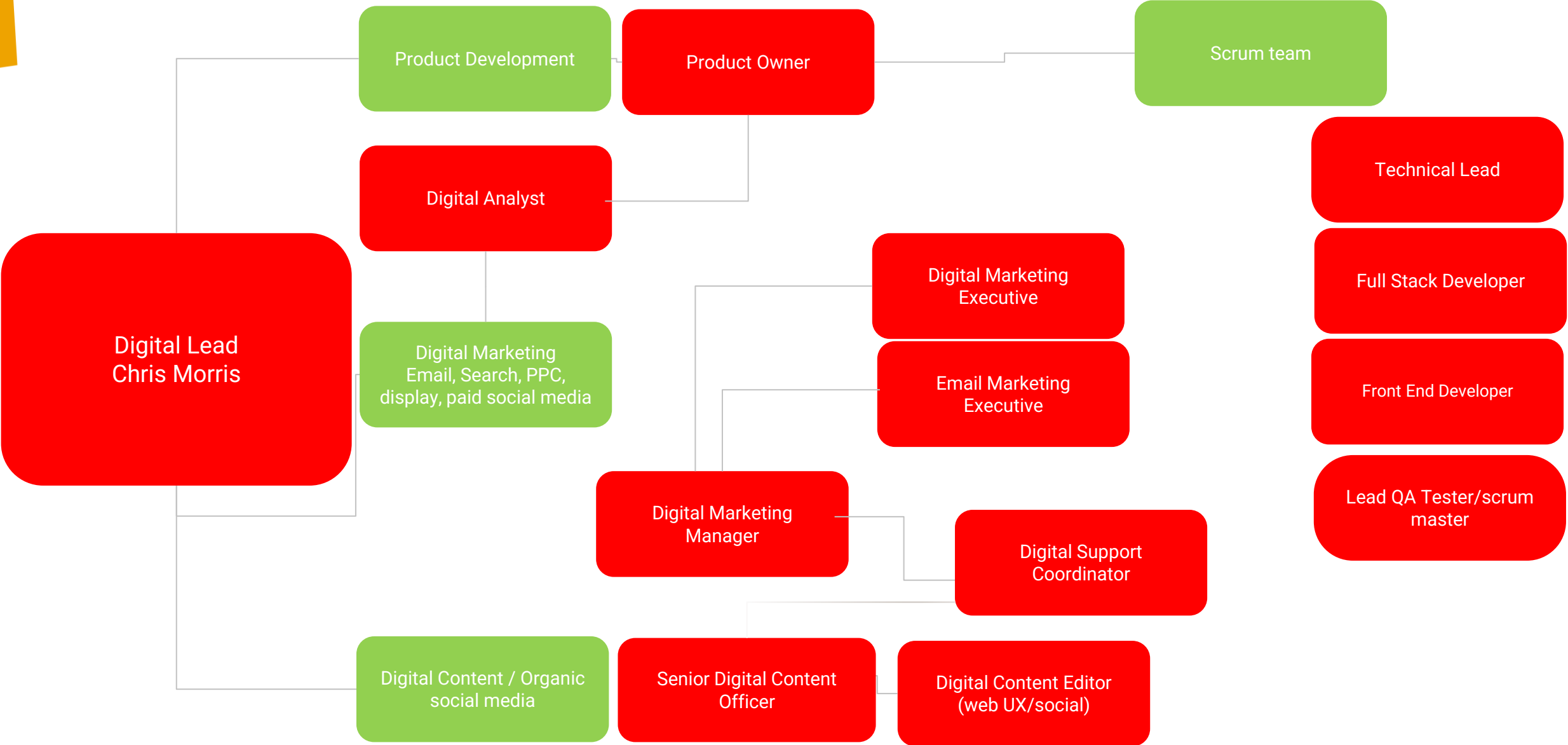
Data integration review

- Review into digital and data processes and integration
- Governance of FSE data processes from marketing through to output:
  - Consent/ Data Protection/ PECR
  - Gift Aid. E.g. language used, whether to let donors know we have a declaration for them or not.
  - Audience Engagement / Supporter Journeys – each team can select their own data but decision support on audience engagement would help enable supporter journeys.
  - Core data standards – e.g. minimum capture, standard fields, preferred standard import files, retention standards, data quality review.
- Data quality review – until systems are stable, data needs to be reviewed regularly. Deceased info, consent, dupes. KPIs to be monitored.
- CRM project team and users to be better supported with a CRM Training and Support Helpdesk.
- Project coordination of new initiatives.
- Combining CRM and Digital team to service the rest of the department
- Shared learning. New projects will need support from both teams.
- Creation of a Supporter Data Governance Group and org wide taskforce looking at all data work streams including how digital and data intersect

'Org wide Digital First' progress

CA digital has matured through COVID and beyond: £3.5m (2019) to £12.5m (2020)
As a result of growth, innovation and agile adoption, digital income has grown 400% in 4 years

Achievements:

A clear, visible agile approach to digital work, digital strategy and roadmap that has influenced planning across fundraising dept. and into other depts.

Delivered:

- A new donation platform,
- A virtual gift shop,
- Bespoke digital fundraising products and an innovation culture
- Digital fundraising envelope generated over £500k

- Ukraine appeal: over £1m digital income
- Turkey / Syria appeal (live in a day): Approx £1.5m to date and new emergency handbook digital first processes
- Delivering a new donation platform internally and now working on a multi ask fundraising platform
- Our CAW e-envelope (has generated over £500k through COVID period and beyond)
- Delivered several automated email journeys since and now migration to new email provider
- Migrated to Drupal 9 CMS
- Full site wide SEO audit and improvements
- Whole Web UX audit / supporter journey analysis and mapping currently underway

Award winning!

The war in Ukraine is causing global food prices to rocket. East Africa is facing a crisis on crisis.

Millions of innocent children, women and men in East Africa are taking desperate measures to survive in the face of extreme hunger, caused by failed harvests, livestock deaths and water shortages.

How it got this way:

The severe conditions are being made worse by the climate crisis and the COVID-19 pandemic. Now, Russia's invasion of Ukraine has amplified an increase in global food prices that has turned a tough situation into a dire crisis.

It's not too late to save lives and prevent a devastating famine.

By donating today, you can give lasting hope. With your gifts, we can help stop this widespread malnutrition and hunger, and help people build a life free from poverty and injustice.

East Africa Hunger Crisis Appeal

After the worst drought in 40 years, millions of people across East Africa are facing the threat of famine. Please donate to give lasting hope.

Donate

How it got this way:

The severe conditions are being made worse by the climate crisis and the COVID-19 pandemic. Now, Russia's invasion of Ukraine has amplified an increase in global food prices that has turned a tough situation into a dire crisis.

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OBJECTIVES & BUDGET.

Anti-poverty charity Christian Aid came to Reflect Digital in 2022 looking to drive donations and revenue for their organisation. They also wanted to learn more about their audience drives to optimise other areas of their marketing.

- Drive a 20% uplift in conversion rate from 2.80%
- Increase revenue by 20% from £420,475.

£44, 500 Budget breakdown
(March-Sept 2022)

- £2,000 - **website review**
- £8,000 - **persona review**
- £34,000 - **CRO test and optimisations**
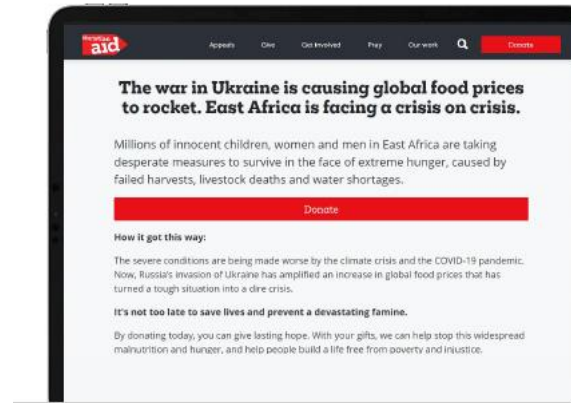
RESULTS.

Our tests and optimisations drove an additional £116k in donations, which was a 28% uplift to previous revenue figures, considering our goal was to drive an uplift of 20%, this result is fantastic and exceeded our original targets by 40%.

Furthermore, our CVR goal was to drive a 20% uplift from 2.8% to 3.36%. The results of our optimisations led to a 3.77% CVR, an increase of 34.64%, smashing our target.

Three of the 16 tests have been selected to represent our overall optimisations:

Ways to donate
- 1,240 transactions
- 19.06% conversion rate
- £123k donations/revenue

East Africa
- 12.36% CVR increase
- £19,688.76 revenue increase

What we do
- 109.1% CVR increase
- £5,788.07 in revenue

Thankyou
Any questions?

MAKING DATA WORK FOR EVERYONE

Dave Massey

Head of Strategic Intelligence

INTRODUCTION

- Understanding our context
  - The organisation
  - The external environment
  - The strategy

Image by Arek Socha from Pixabay

- The Data Strategy
  - Framework
  - Design process

- Implementation
  - Addressing important organisational needs
  - Overcoming our key challenge

Image by Micha from Pixabay

- Measuring Success

Image by Ariel from Pixabay

ABOUT OUR NETWORK OF FOOD BANKS

There are more than **1,400 food bank centres** in our network – over half of all food banks in the UK.

We support food banks to provide three days' nutritionally-balanced emergency food to people in crisis, as well as support to help people resolve the challenges they're facing, and ensure they do not need to use a food bank again.

THE NEED

More than **14 million people** in the UK are **living in poverty**, 4.5 million of these are children.

APRIL 2022 - MARCH 2023

3 MILLION

number of three-day emergency food supplies provided to people in crisis by food banks in the Trussell Trust network

↑ 120%   Compared to five years ago
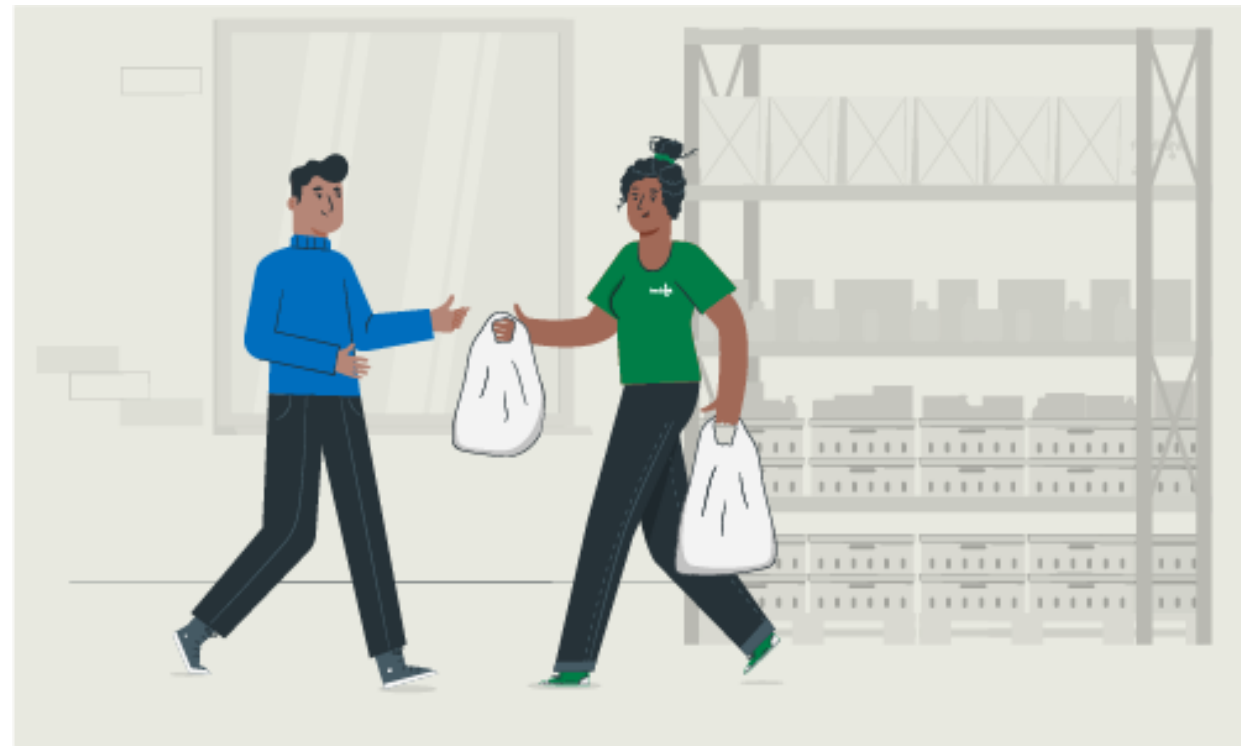
OUR PRIORITIES FOR THE NEXT FIVE YEARS

Our goal is a fairer society where nobody wonders where their next meal is coming from or must rely on the kindness of their community in order to put food on their table. We'll be doing this in three ways:

CHANGING COMMUNITIES

We'll be working with food banks to reduce the need for their services locally, helping people to access targeted support that addresses the underlying reason for their crisis.

CHANGING POLICY

We'll be working alongside food banks and partners to provide stronger evidence of the drivers of extreme poverty (or 'destitution') and pushing for positive solutions that will help tackle these.

CHANGING MINDS

We'll be increasing levels of understanding and empathy amongst the general public, locally and UK-wide, to build a movement that is willing to take action to create a just and compassionate society without the need for food banks.

RADICALLY CHANGED ORGANISATION WITH A RADICAL VISION

- Our strategy, launched in 2020 sets a bold vision:
  - **A vision for a UK without the need for food banks**

- Our organisation has grown significantly and rapidly:
  - From ~80 staff in 2018 to ~300 in 2023
  - From an income ~£10M in 2018 to ~£50M in 2022

- The need for food banks has grown significantly

DATA IS IMPORTANT, BUT...

KNOW AND RECOGNISE THE IMPORTANCE OF DATA

- Operationally – to know what is going on

- Planning and executing projects – to help inform decisions

- Fundraising – to allow us to do what we do

- Campaigning for change – to deliver our vision

- Strategically – to learn what works

KEY UNCERTAINTIES THOUGH

- Many different systems across the organisation

- Unsure on data quality / data ownership

- Tend to operate in data silos

- Many feeling unsure how to use the data

DATA ORCHARD FRAMEWORK

The Data
Maturity Framework

USES
DATA
ANALYSIS
LEADERSHIP
CULTURE
TOOLS
SKILLS

UNAWARE
EMERGING
LEARNING
DEVELOPING
MASTERING
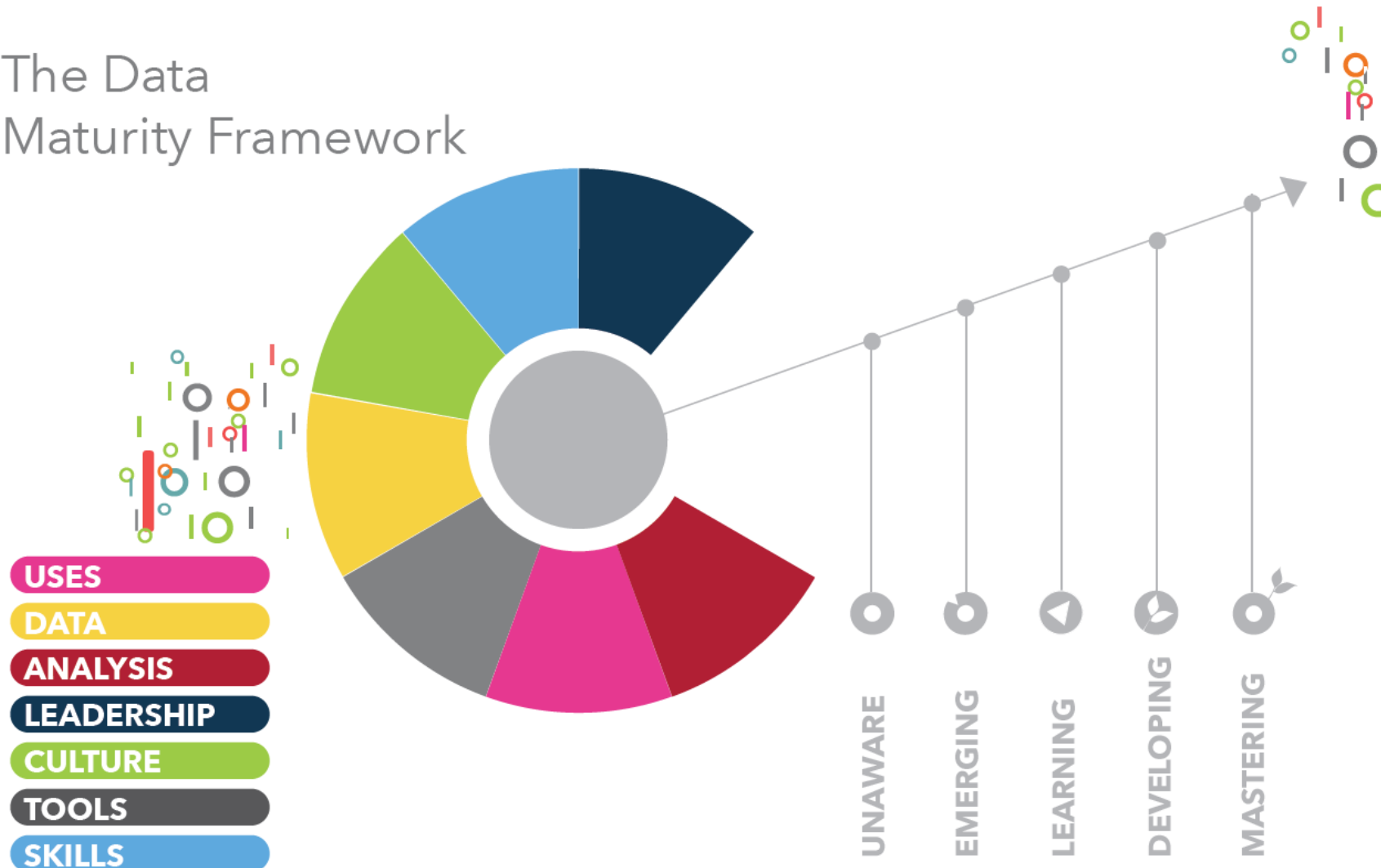
7 KEY THEMES

5 STAGE JOURNEY

DATA STRATEGY STRUCTURE

USES	The purposes for collecting and analysing data are clear for everyone.
DATA	Data is curated across the organisation as an asset, with clarity over its collection, governance, quality and source.
ANALYSIS	Data analysis is performed using different techniques in order to deliver meaningful insights to different internal and external audiences.
LEADERSHIP	Data is viewed as an organisational priority, with a clear data strategy and plan in place, both internally and across the food bank network.
CULTURE	Data is seen as a whole team effort, where everyone has confidence in the data and its use, and it is appropriately shared in an open and transparent manner.
TOOLS	Appropriate investment of time and money is made in tools, systems and infrastructure to support data and analytics and ensure the right tools are in place for all.
SKILLS	There is adequate data literacy skills and capacity both internally and throughout the network that enables access to knowledge and expertise at all levels.

DECIDING WHAT IS IMPORTANT FOR US

OUR DATA STRATEGY

Making our data work for us

Working with our data internally

Sharing our data externally

the trussell trust
Stop UK Hunger

ENABLING ALL OUR DECISIONS TO BE DATA INFORMED AS WE WORK TOWARDS A UK WITHOUT THE NEED FOR FOOD BANKS

OUTCOMES

The purposes for collecting and analysing data are clear for everyone.	Data is curated across the organisation as an asset, with clarity over its collection, governance, quality and source.	Data analysis is performed using different and complimentary techniques in order to deliver meaningful insights to different internal and external audiences.	Data is viewed as an organisational priority, with a clear data strategy and plan in place, both internally and across the food bank network.	Appropriate investment of time and money is made in tools, systems and infrastructure to support data and analytics and ensure the right tools are in place for all.	Data will be seen as a whole team effort, where everyone has confidence in the data and its use, and it is appropriately shared in an open and transparent manner.	There is adequate data literacy skills and capacity both internally and throughout the network that enables access to knowledge and expertise at all levels.

DATA PRINCIPLES

1. Data responsibility:
   • Data is everyone's responsibility

2. Understanding data:
   • Think critically about what your data is telling you.
   • Everyone is encouraged to ask for support when they don't understand something.

3. Data informed decision making:
   • Data should inform your decision making
   • Even imperfect data can be useful

4. Sharing data:
   • Openly share data internally, know what you can share externally
   • Share analysis with the people who provide the data

5. Strategic use of data:
   • Our data use is informed by our strategy and vice versa.

USES

Ensuring that everyone who works with or uses data has clarity on why data is being collected and / or analysed

Ensuring clarity in the areas of:
   • Outcomes and impact
   • Food bank operations
   • Our business performance
   • Learning and evaluating what we do

Helping to strengthen our external partnerships

DATA

• High degree of confidence in our data
• Data is managed well across the organisation in terms of collection, cleaning, maintaining and managing
• Full inventory of data assets
• Increased integration, automation and alignment between systems which reduces duplication, inefficiency and quality

• Data is shared appropriately and routinely across internal teams, departments and the network
• Staff and volunteers are trained in data collection to ensure consistency and quality
• Data we use about the food banks is derived from a single source of truth for everyone

• Partnership working – comparing our data

ANALYSIS

• Data from different sources is brought together and analysed to provide an organisation wide analysis
• Dashboards, business intelligence systems and data viz tools draw data from a central "data warehouse"
• Analysis techniques encompass descriptive, diagnostic, predictive and prescriptive techniques

• Data visualisation delivers meaningful insights to different internal and external audiences
• Non data specialists are able to interactively explore, analyse and report on the organisation's data

• Analysis extends beyond our organisation to our wider context
• Analysis is performed with partner organisations

LEADERSHIP

• Data is an organisational priority, with appropriate investment in data people, skills, learning and tools
• The leadership (of Trussell Trust, and / or the food bank network) value, plan and prioritise data and analytics as a vital organisational resource.

• Data drives questions and informs and influences decisions at all levels in the organisation
• Our business plans have clearly defined goals based on prediction of need with clear outcomes and impact
• Past, present and future data is used for business planning – both assessing current progress and setting the future plans

TOOLS

• Systems that can store, manage and analyse all necessary data
• Tools that are documented and supported, that are able to access and utilise internal and external data directly for both experts and non-experts.

• Automated dashboards for staff
• Self service analytics is available inside TT

• Self service analytics is available to some external partner organisations

CULTURE

• Data safeguarding and ethics are actively considered, and best practice processes are put in place
• Methods to share data with food bank users are being explored

• Data is seen as a key asset in every part of the organisation and forms a part of conversations regularly. Everyone can access data analysis and insights when they need to.
• Data is used by specialist teams to ask difficult questions, challenge assumptions, business practices and impact

• Data insights are available publicly
• Data sharing with partners is extensive

SKILLS

• Internal team that brings organisation-wide data together, a team that has advanced skills and is regularly engaged in learning and improvement of the systems across the organisation

• Internal expertise: Ongoing investment (in time, opportunity, and money) for all staff resulting in high levels of data literacy across the organisation, on how to use data well and safely

• External expertise – in bringing in expert knowledge whenever necessary and becoming experts that other organisations turn to as a resource, and in being active in data and analytics communities of practice exploring new tools and skills

THE CORE CHALLENGE

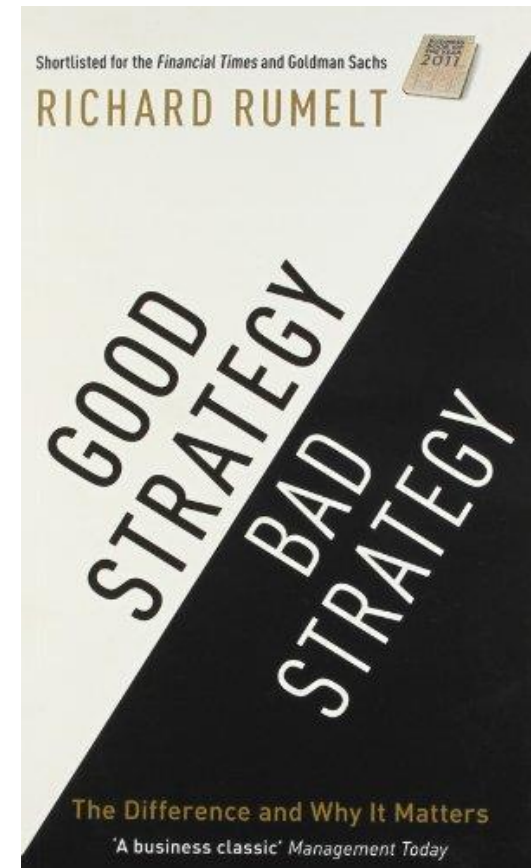GETTING THE RIGHT DATA TO

THE RIGHT PEOPLE AT THE

RIGHT TIME

Image from World of Books

OUR DATA STRATEGY 2023

Making our data work for us

Working with our data internally

Sharing our data externally

the trussell trust
Stop UK Hunger

ENABLING ALL OUR DECISIONS TO BE DATA INFORMED AS WE WORK TOWARDS A UK WITHOUT THE NEED FOR FOOD BANKS

OUTCOMES

- The purposes for collecting and analysing data are clear for everyone.
- Data is curated across the organisation as an asset, with clarity over its collection, governance, quality and source.
- Data analysis is performed using different and complimentary techniques in order to deliver meaningful insights to different internal and external audiences.
- Data is viewed as an organisational priority, with a clear data strategy and plan in place, both internally and across the food bank network.
- Appropriate investment of time and money is made in tools, systems and infrastructure to support data and analytics and ensure the right tools are in place for all.
- Data will be seen as a whole team effort, where everyone has confidence in the data and its use, and it is appropriately shared in an open and transparent manner.
- There is adequate data literacy skills and capacity both internally and throughout the network that enables access to knowledge and expertise at all levels.

DATA PRINCIPLES

1. Data responsibility:
   - Data is everyone's responsibility

2. Understanding data:
   - Think critically about what your data is telling you.
   - Everyone is encouraged to ask for support when they don't understand something.

3. Data informed decision making:
   - Data should inform your decision making
   - Even imperfect data can be useful

4. Sharing data:
   - Openly share data internally, know what you can share externally
   - Share analysis with the people who provide the data

5. Strategic use of data:
   - Our data use is informed by our strategy and vice versa.

USES

- Ensuring that everyone who works with or uses data has clarity on why data is being collected and / or analysed

- Ensuring clarity in the areas of:
  - Outcomes and impact
  - Food bank operations
  - Our business performance
  - Learning and evaluating what we do

- Helping to strengthen our external partnerships

DATA

- High degree of confidence in our data
- Data is managed well across the organisation in terms of collection, cleaning, maintaining and managing
- Full inventory of data assets
- Increased integration, automation and alignment between systems which reduces duplication, inefficiency and quality

- Data is shared appropriately and routinely across internal teams, departments and the network
- Staff and volunteers are trained in data collection to ensure consistency and quality
- Data we use about the food banks is derived from a single source of truth for everyone

- Partnership working – comparing our data

ANALYSIS

- Data from different sources is brought together and analysed to provide an organisation wide analysis
- Dashboards, business intelligence systems and data viz tools draw data from a central "data warehouse"
- Analysis techniques encompass descriptive, diagnostic, predictive and prescriptive techniques

- Data visualisation delivers meaningful insights to different internal and external audiences
- Non data specialists are able to interactively explore, analyse and report on the organisation's data

- Analysis extends beyond our organisation to our wider context
- Analysis is performed with partner organisations

LEADERSHIP

- Data is an organisational priority, with appropriate investment in data people, skills, learning and tools
- The leadership (of Trussell Trust, and / or the food bank network) value, plan and prioritise data and analytics as a vital organisational resource.

- Data drives questions and informs and influences decisions at all levels in the organisation
- Our business plans have clearly defined goals based on prediction of need with clear outcomes and impact
- Past, present and future data is used for business planning – both assessing current progress and setting the future plans

TOOLS

- Systems that can store, manage and analyse all necessary data
- Tools that are documented and supported, that are able to access and utilise internal and external data directly for both experts and non-experts.

- Automated dashboards for staff
- Self service analytics is available inside TT

- Self service analytics is available to some external partner organisations

CULTURE

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HOW DO WE KNOW HOW WE ARE DOING?

Key Result

- By December 2023, the implementation and adoption of the Data Hub has resulted in people across the organisation feeling better equipped and confident in their use of data.

A survey of staff will be conducted to determine how the new Data Hub has impacted people's understanding and use of data in their work.

In 18 months time

- Re-Run of the "poker chip" exercise against the Data Orchard framework
- Re-look at our strategic context

WHERE NEXT?

- The Data Strategy needs to be agile and respond as things change around us

- The more you look at data, the more you use data, the more you want to know.

- Is AI the future?

- ChatGPT suggested structure for my talk…

1. Introduction
   - Overview of the topic and its importance
   - Purpose of the presentation
   - Outline of the main points to be covered

2. Understanding the Business Needs
   - Identifying the key business objectives and challenges
   - Assessing the current state of data and analytics within the organization
   - Defining the scope of the data strategy

3. Designing the Data Strategy
   - Identifying key data sources and data types
   - Establishing data governance and management processes
   - Defining data architecture and data modeling standards
   - Identifying key technologies and tools to be used

4. Implementing the Data Strategy
   - Developing a project plan and timelines
   - Identifying key stakeholders and building a cross-functional team
   - Executing the plan and tracking progress
   - Managing change and addressing any challenges or roadblocks

5. Measuring Success
   - Defining key performance indicators (KPIs) and metrics
   - Tracking progress against KPIs and metrics
   - Continuously monitoring and improving the data strategy

6. Conclusion
   - Summarizing the main points of the presentation
   - Highlighting the key takeaways
   - Encouraging questions and feedback

the trussell trust
Stop UK Hunger

"Whether to heat your home or have a warm meal is a tough choice to make. It's a really hard way to live. It was very humbling and heartwarming to find out that places like the food bank exist."

Phil

Roundtable discussion

- **Highly optional topics!**
  - Does your in-house data and tech infrastructure need to catch up with your digital tools and aspirations?
  - Can you move straight to agile, outside-in innovation?

Event feedback

Thanks & Goodbye!

Upcoming events...
CRM, Customer Data and cake – 27 September

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