SNAPSHOT

Great Ormond Street Hospital Children's Charity improves fundraising campaign performance with analytic insights powered by Qlik

Challenge

- A decrease in the performance of warm cash appeals meant that it had become vital to understand the reasons why and to explore more insight driven approaches to combat this.
- Previously, fundraising campaign reporting was done after each campaign by pulling data into Excel to create tables and charts, then moving these into Powerpoint for delivery and presentation. This often occurred after the next campaign was already live.
- Process was costly in terms of the time and resource required to prepare reports and did not allow the team to be as flexible and reactive as they would like.

Solution

- Qlik Analytics platform with Qlik Sense and GeoAnalytics.
- An initial app in September 2018 was the 'Warm Cash PCA' app, which has allowed campaign managers to gain insight and track progress in real-time, and to visualise results against previous campaigns.
- The GeoAnalytics mapping tool has proved popular with fundraisers and helped to narrow down the best locations to hold regional Legacy Events based on the density of different supporter groups and travel times.
- A further plan is to roll out Post Campaign Analysis apps for more fundraising areas across the Charity, to expand the use of Qlik to enable efficient and effective fundraising across the charity.

Results

- Around 15 days time and cost saving per campaign.
- Self-service allowing managers to explore their own data and draw their own insights, which is also helping improve data literacy and data democratisation.
- Following this success we're developing further Qlik Sense apps to support our fundraising teams such as an app to track consent for different communication channels and another focused around our Regular Giving programme.

Solution Overview

Customer Name
- Great Ormond Street Hospital Children's Charity
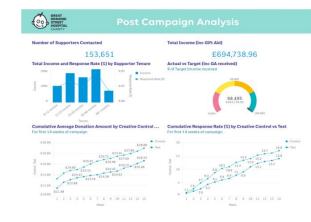
Industry
- Charity

Geography
- United Kingdom

"The donations we receive are a vital part of the help we can provide to the seriously ill children and young people at Great Ormond Street Hospital. This means our fundraising effort has to be the most valuable it can be for our supporters and the hospital.

Qlik Analytics has been pivotal in streamlining our work and allowing us to proactively work with our data while each campaign is running. We are using the time and effort saved and the insight gained to ensure we're communicating with our supporters in the most appropriate way possible. Ultimately, to increase our fundraising and continue to make a difference to the hospital."

**Helen Keeler, Campaign Selection Analyst,
Great Ormond Street Hospital Children's Charity**

LEAD WITH DATA