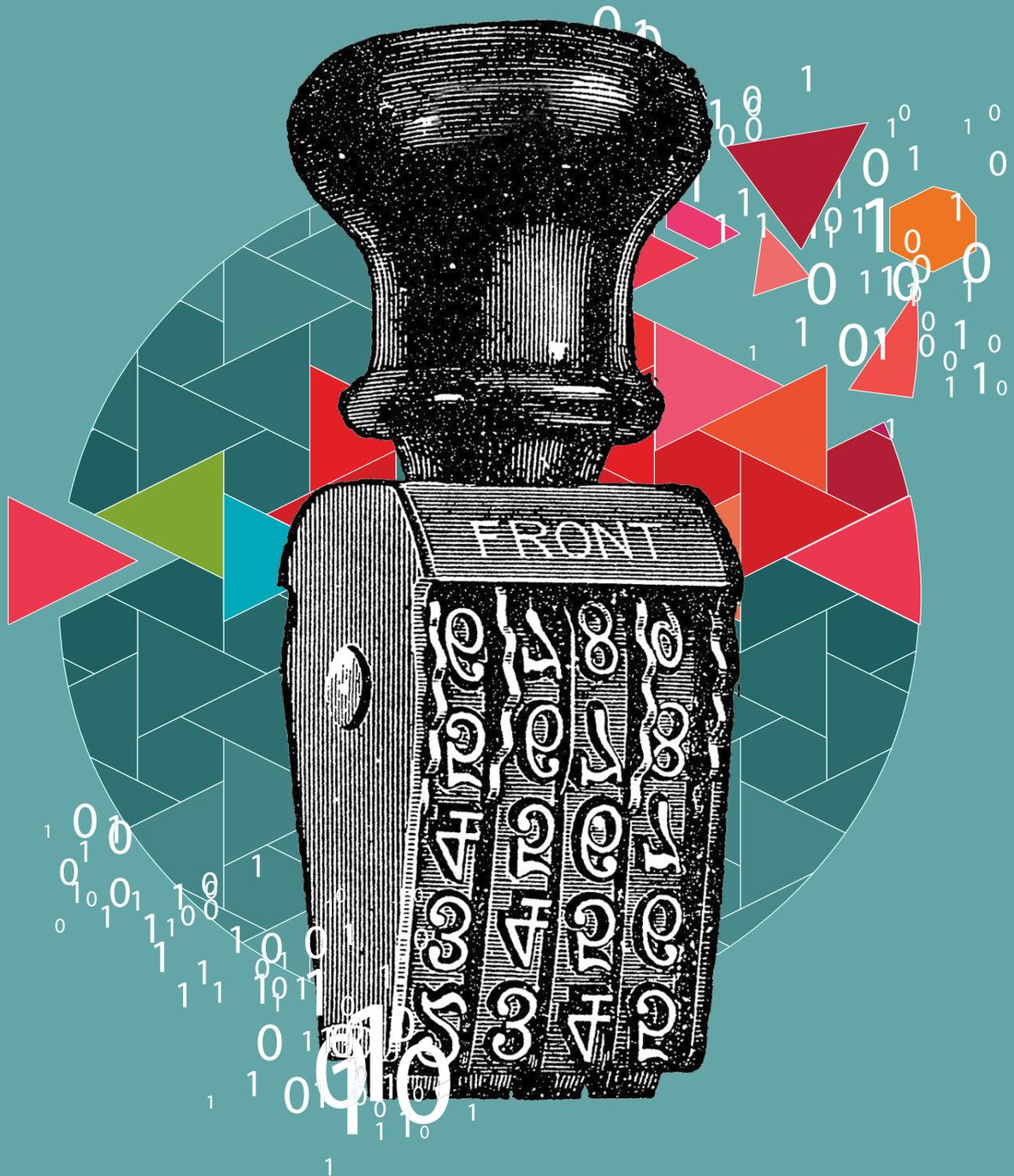


BECOMING DATA SAVVY

A 12 MONTH PROGRAMME OF SUPPORT TO HELP
NON-PROFITS UNLEASH THE POWER OF THEIR DATA



▶ WHAT'S IT ALL ABOUT?

We're looking for eight special organisations to be part of a ground-breaking 12 month programme to become data savvy. Our newly launched programme offers participants a unique opportunity to build their data capabilities with the support of Data Orchard's team of data specialists.



▶ WHY THIS PROGRAMME?

Our pioneering national research with charities and social enterprises, published in 2017, showed major benefits for data savvy organisations, including:

- Improved outcomes and impact
- Money saved through efficiencies
- Increased credibility and influence
- Strengthened partnerships

Even those at earlier stages of their journey towards data maturity reported positive benefits such as:

- Increased income
- Improved services and products
- Increased knowledge and learning
- Improved planning and decision making

We also found there was little support available to help non-profits, particularly outside of London. Since Data Orchard is a social enterprise based in the West Midlands, we wanted to work with our local community and our sector to help make a difference. We were delighted when we were successful in an application to Stanford University for a Digital Impact Grant, supported by the Bill & Melinda Gates Foundation, to help us do just that (digitalimpact.org).

▶ WHAT IS DATA MATURITY?

Data maturity is the journey towards improvement and increased capability in using data. Our research identified seven key themes which determine data maturity.

CULTURE

Team approach, self-questioning, openness and sharing, governance.

SKILLS

Internal capacity, roles and skill levels, access to external knowledge and expertise.

DATA

Assets, Collection, sources, quality.

TOOLS

Storage, type and quality of tools and infrastructure.

USES

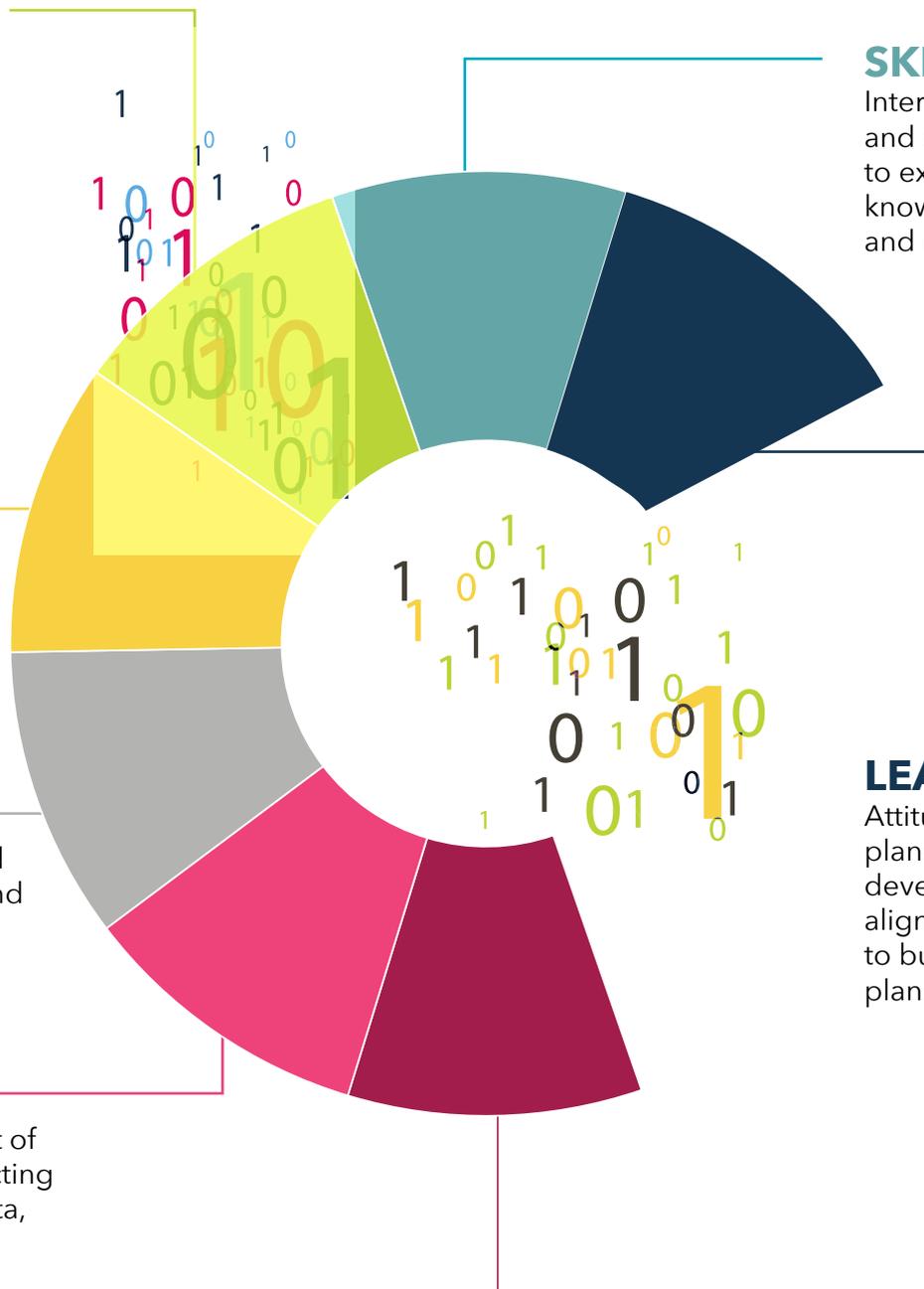
Range and extent of reasons for collecting and analysing data, and benefits and rewards reaped.

LEADERSHIP

Attitude, investment, plans for data development, alignment to business plans, capability.

ANALYSIS

Type of data analysed, techniques, presenting and communicating.



▶ WHAT DO WE GET?

Our specialist team will provide your organisation with 10 days of support over a 12 month period which will include:

- **A BEFORE AND AFTER DATA MATURITY ASSESSMENT**

We will conduct an initial baseline assessment of where your organisation is at with data and analytics. This completely confidential assessment scores data maturity for key themes, maps where you are, and identifies key strengths and weaknesses to inform your next steps. This will be repeated at the end of the project to assess progress.

- **AN INDEPENDENT AUDIT AND EVALUATION OF YOUR DATA ASSETS**

A detailed assessment of your data assets (any organised and managed data sets held in a spreadsheet, database, CRM system, or other system – including on paper). We will compile a register of data sets, revealing any gaps or duplication of data held. We'll also provide an assessment of the quality of data, as well as issues such as data protection/ security and provide recommendations for next steps.

- **MAPPING OF THE DATA SKILLS AND NEEDS OF YOUR ORGANISATION**

A review of the data literacy, knowledge, and skills within the organisation and how to build these.

- **FOUR FREE PLACES SELECTED FROM OUR SPECIALIST TRAINING PROGRAMME FOR NON-PROFITS**

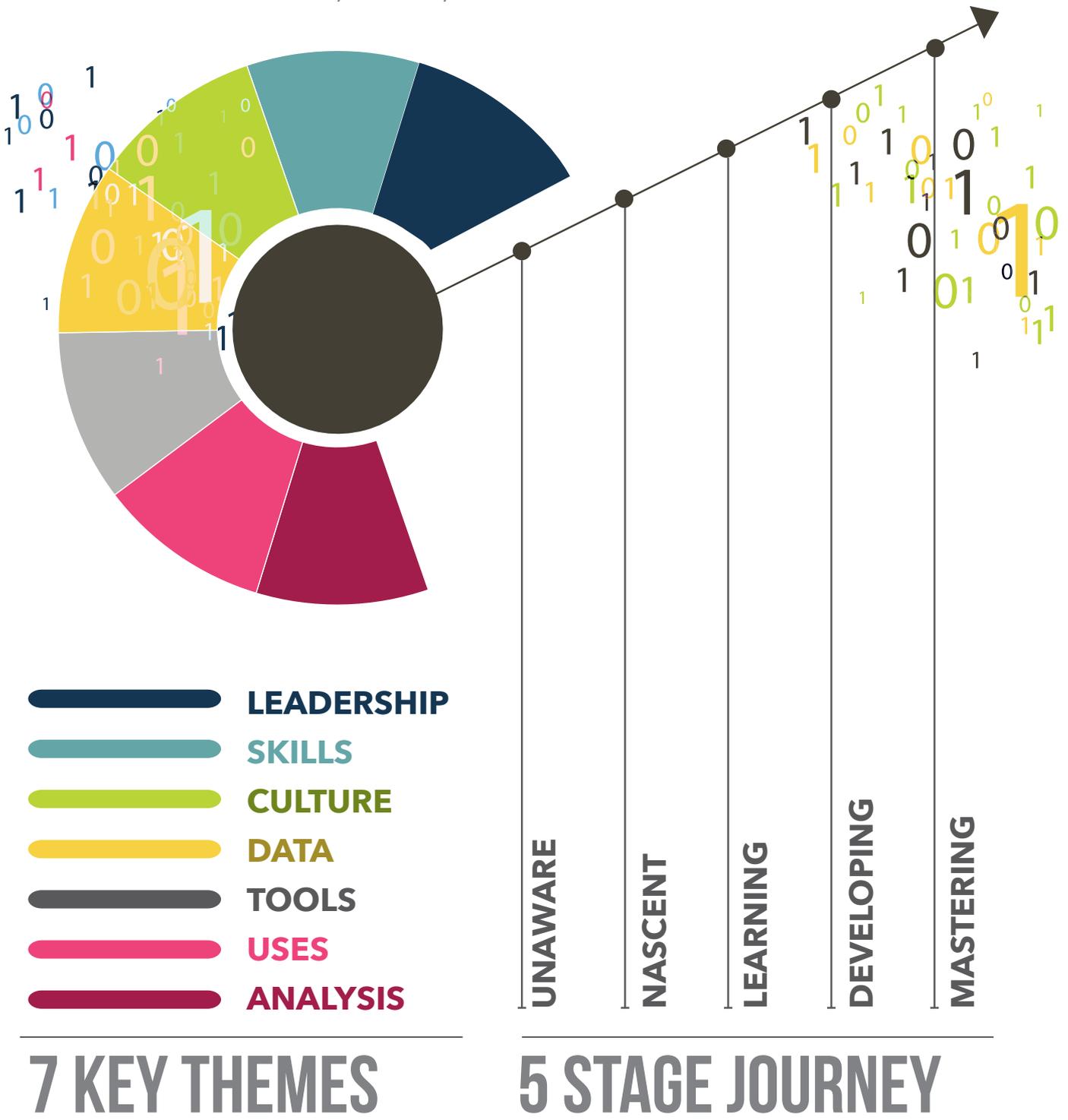
Our courses bring the very best (and friendliest) expertise in the non-profit sector to enable your staff and volunteers to develop skills and understanding to make your data work harder for your cause. (Find out more overleaf.)

- **A ROAD MAP FOR GETTING BETTER WITH DATA**

Co-creation of a prioritised plan to enable your organisation to develop and build its data capabilities in the future.

▶ THE DATA MATURITY FRAMEWORK

Central to the process we will take you through is our data maturity framework. This tool was the result of the research we published in 2017, and is designed to help non-profits assess and understand their current level of data maturity and how it could be developed. Since we published the framework, it's been used by hundreds of organisations, including the International Red Cross, NCVO, Parkinson's UK and the Welsh Audit Office.



▶ TRAINING WORKSHOPS

We're bringing our network of leading national experts to the West Midlands to help build the necessary skills in data management, strategy and analysis across the region.

Our training and conference programme aims to support the non-profit sector to build and share knowledge and skills across a range of important data-related themes. These include:



DATA PROTECTION: CHANGING TIMES CHANGING LAWS

A practical session to ensure your organisation is confident about the basics of the new General Data Protection Regulation (GDPR). It will put Data Protection in context for small/medium non-profits (e.g. relating it to confidentiality), set out options for fundraising and marketing, and enable participants to draw up an action plan.



EVIDENCE-BASED FUNDRAISING STRATEGY

A practical course focusing specifically on fundraising through individual giving. It will demonstrate the essentials of fundraising analysis, and how effective fundraising measurement can drive strategy, planning and income growth.



BETTER DATA > BIGGER IMPACT

An interactive course about measuring what matters, taking you on a journey from identifying your intended outcomes to building a measurement framework and capturing data to evidence your impact.



GOOGLE ANALYTICS

Ensuring your website delivers value. This course sets out the important uses of data analytics for understanding who, and how, your website visitors are engaging online. It will show how to use these insights to improve the content and structure of your website to support online service delivery, marketing, and fundraising.



INTRODUCTION TO CRMS

Beginning with what we mean by 'customer relationship management', and taking you through the options when it comes to CRM systems, their costs and key factors in successful implementation. Ideal for organisations currently outgrowing their current databases and spreadsheets.



LEADING IN THE DIGITAL AGE

Culture and mindset are far more important than the technology and skills in today's fast changing digital world. To continue to be effective, organisations must be adaptive to change. This course is for leaders curious about how they can lead in a digital world.



▶ DATA 4 GOOD

As well as the work we're doing to help build skills in the West Midlands and surrounding areas, we're also building a national community of support and knowledge-sharing about using data for good.

We're working with partners including the NCVO, DataKind UK, New Philanthropy Capital, The OR Society, Royal Statistical Society, RnR Organisation, Brightspace Foundation, Cardiff Open Data Institute, and 360 Giving, to develop a national Data4Good conference - the first being held in Birmingham in November 2018.

Organisations joining our Becoming Data Savvy programme will be invited to be involved in this initiative and you can also sign up now to our mailing list to be part of the national network of charities and social enterprises:

<http://eepurl.com/bURhP1>

▶ WHO ARE DATA ORCHARD?

Data Orchard is a unique social enterprise research company. We combine specialist skills in research, statistics and data with shared passions around making the world a better place socially, economically and environmentally. We have a team of 18 staff and associates with diverse skills and knowledge, meaning we can tailor a bespoke team to meet the individual needs of each organisation we work with. Members of our team of specialists particularly involved with the Becoming Data Savvy programme include:



SIAN BASKER, DIRECTOR

BSC (HONS) MATHEMATICS AND SCIENCE AND TECHNOLOGY POLICY

Sian is a research, data, and digital technology specialist. He's worked primarily in the non-profit sector with some stints in

academia and public/cross sector partnerships. She's held senior roles in digital strategy, business development and ICT management with local, national, and international charities (e.g. RNIB Group, United Purpose). In 2016-17 she led some ground-breaking research on data in the social sector. With expertise in digital access, skills, and inclusion, she was instrumental in creating the UK's first public internet access programmes; leading local and national initiatives to build digital capabilities and new media skills, particularly among non-profits and disadvantaged communities. She is currently completing an MSc in Data Science and Analytics.



MADELEINE SPINKS, DIRECTOR

MSC AND BSC (HONS) IN ENVIRONMENTAL AND GEOGRAPHICAL SCIENCE AND APPLIED GEOGRAPHICAL INFORMATION SYSTEMS, DIPLOMA IN STATISTICS

Madeleine has over 25 years experience sourcing, analysing and making sense of data. Her specialist knowledge is in environmental, socio-economic, health and well-being data. She previously led a local authority research and intelligence team (2003-14) and has considerable experience of the voluntary and community sector. This includes an early career at World Wildlife Fund South Africa mapping biodiversity, community natural resource use, and elephant territories. Madeleine is an active community volunteer and Chair of Governors at a primary school.



PAUL TICHER, ASSOCIATE

BA ECONOMICS, SOCIAL AND POLITICAL SCIENCE

Paul is one of the nation's leading experts on Data Protection in the non-profit sector. He is the author of the standard work Data Protection for Voluntary Organisations and a well-known speaker and trainer on the subject. Over the past 25 years he has worked with local and national organisations throughout the UK (including as a board member) to promote best practice. As a result of his training and advice, organisations of all sizes, and in many different fields, have improved the way they acquire and handle the personal data of their clients, service users, donors, supporters, members, paid staff, and volunteers. Paul continues to engage in: the progress of the General Data Protection Regulation; changes in the Information Commissioner's approach to regulating fundraising and marketing; and the activities of the Fundraising Regulator.



**SUSIE MULLEN
ASSOCIATE**

BSC MARINE AND
ENVIRONMENTAL BIOLOGY

Susie has over 15 years' experience in marketing analysis, insight and planning. She has extensive understanding of the difference market research and data-driven analysis can make to organisations, large and small. Before setting up her own consultancy in 2016, Susie was Head of Data and Insight for CAFOD, a large international development charity. Prior to this she worked in commercial environments. She has supported many small to medium sized charities with fundraising analysis, including with the Small Charities Coalition. She is passionate about making data analysis accessible to all so decisions shaping the future of organisations are rooted in evidence and good practice.



**IVAN WAINWRIGHT
ASSOCIATE**

BSC COMPUTING AND
OPERATIONAL RESEARCH

Ivan has worked in information technology (IT) with charities, membership organisations, professional bodies and other non-profits for almost 25 years. He is a trainer and consultant specialising in databases and CRM procurement, database integration projects and project management on CRM/database implementations. Ivan also runs the free online resource www.itforcharities.co.uk and publishes blogs, guides and advice for small charities. Ivan's early career was in software houses, networks, and application development. He spent four years in sales and training for the fundraising database Raisers Edge before setting up as an independent consultant in 1998.



**LINDSAY HODGSON
ASSOCIATE**

BSC PSYCHOLOGY, MSC HUMAN
EVOLUTION AND BEHAVIOUR,
PHYSICAL AND BIOLOGICAL
ANTHROPOLOGY

Lindsay has almost 10 years experience in social research and impact measurement in the non-profit sector. She's worked in mental health, homelessness, criminal justice, learning disability, sensory loss and health. Her skills and strategic advice have helped large and small organisations like Action on Hearing Loss, Mind, The Bike Project, and St John Ambulance. She is also a social impact consultant for the Lloyds Bank Foundation providing support to charities as part of their small grants scheme. Prior to becoming a freelancer, Lindsay worked as a consultant for New Philanthropy Capital (NPC), a charity and think-tank specialising in social impact measurement. She is co-author of NPC's 'Practical Guide to Creating Your Theory of Change' and managed their Inspiring Impact Programme.



**BEN PROCTOR
ASSOCIATE**

B.SC (HONS) BIOLOGY, MEMBER OF
THE CHARTERED INSTITUTE OF
PUBLIC RELATIONS

Ben is a communications professional, specialising in digital tools and open data for the development and empowerment of communities. He has worked in senior communications roles for several local authorities and has been a trustee of two charities. As a consultant, his clients have included: The BBC, Signal, Shropshire Community Recycling Ltd, the NCS Trust, and The Brightspace Foundation. He is: a core member the Standby Task Force, a global humanitarian organisation; technical director of The Satori Lab in Cardiff, helping organisations adapt to the digital age; and lead for Cardiff Open Data Institute.

▶ WHAT DOES IT COST?

The Digital Impact Grant we've been awarded by Stanford University is helping us fund this programme as a pilot. This means we're able to offer the 12 month programme of support at a 50% discount to what it would otherwise cost. The costs for organisations to be part of the pilot are:

ORGANISATION SIZE	COST OF PROGRAMME (EXC VAT)
Up to £100K turnover	£2,000
£100-500K turnover	£2,500
Over £500K	£3,000

▶ ARE THERE ELIGIBILITY CRITERIA?

Yes, participants will need to be either a registered charity or a social enterprise. Priority will be given to those based in the West Midlands with a turnover of less than £2M.

▶ WHAT DO WE MEAN BY DATA?

When we say 'data' we have a broad definition. We include all the types of information your organisation collects, stores, analyses, and uses. It can be recorded in many formats: numbers, text, images, video, maps.

For example it might include:

- Information about the people you serve (ie beneficiaries, clients, service users, or customers) and which services they receive/or activities they engage with
- How you engage with the people you serve
- Financial information (ie costs, income)
- Details of staff, volunteers, and contractors
- Customer feedback/satisfaction
- Outcomes/impact measures
- Information about population needs/the environment which is held internally or by external bodies (eg NHS, government, academics)
- Monitoring and evaluation
- Performance indicators

And the list could go on...



▶ GET IN TOUCH

To find out more and apply to be part of the programme, just contact

SIAN BASKER
DIRECTOR
SIAN@DATAORCHARD.CO.UK

Our courses are also available on a direct/ pay per go basis and please feel free to contact us if you'd like to hire us for other research and consultancy services.

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