1. Consent Audit		2. Income Analysis		3. Donor Priority
Output: Report on the state of the consent data		**Output:** Analysis of data income at risk		**Output:** Prioritisation of donors most valuable

Consent Audit & Income Analysis

69% of senior marketers and fundraisers do **not** know the level of consent achieved by their current permission statement.

It's never been more crucial to understand your current consent position. In May 2018, the newly passed EU General Data Protection Regulation (GDPR) will change the relationship between charities and supporters in the use of their personal data.

> " Implementation of the GDPR will require a review of consent mechanisms to ensure they meet the standards required under the legislation. If you cannot reach this high standard of consent then you must find an alternative legal basis or cease or not start the processing in question."
>
> ICO, 2016

A **Data Consent Audit** means you can explore the potential organisational impact of consent through various scenarios. Removing any deeply lapsed supporters from the database, and ensuring your systems are capable of holding future consents.

Consent Audit

Understand what consent data you hold

We help you understand what information you hold and who you share it with.

By running an initial consent audit we can establish the FIVE W's of data consent collection:

- **What** data has been collected?
- **Why** is the data being collected and its purpose?
- **Who** is using the data?
- **When** was the permission granted (date)?
- **Where** was the permission granted (source)?

Income Analysis

Consider the impact on volume and income

If GDPR were to come into play tomorrow, with your current consents, what would happen to your supporter income?

Taking the Consent Audit findings, we guide you through the impact of consent across the whole of your organisation. Through data modelling we construct a number of scenarios of income projections, given different levels of consent, to:

- Assess **income risk** across a number of segments including donation type, product (e.g. regular giving & cash), and channel of communication.
- Deliver **scenario planning** on incremental attainment of correct consent vs. income.
- Consider the **impact of consent on attrition rates** across supporter types - showing the likely impact across the active supporter base.
- Provide the likely impact on cost per acquisition to recruit the same level of supporters **pre-GDPR vs post-GDPR**.

Supporter Priority

Prioritise your most valuable supporters. Today and into the future

We help you get the most value from your existing supporter database – who you should target and how. Using our Value & Influence scoring system we can determine who should be approached first, and by what channel, to obtain the consent of the most important supporters first. This includes:

- **Establishing a Value Model**
  From ranking and scoring supporters for conversion targeting and likely future engagement, to assessing the potential future value of supporters.
- **Building an Influence Model**
  Analysing and developing the best channels for supporter contact and looking at how supporters are interacting with you.

What you should do next

Contact us by emailing **getemma@woodfortrees.net** or call 01225 636 286 to learn more about our Consent Audit service or the related Permissions service for managing live supporter data consents. Or download an introduction to the Permissions service here:

Consentric Permissions
Rethinking supporter data

[DOWNLOAD →]

About Wood for Trees

Wood for Trees was founded in 2008. We provide insights using data science and analytics, working with 40 of the UK's Top 100 charities to improve membership and fundraising performance. Part of the MyLIfe Digital Group we support charities to obtain permission and data consent, engage with their supporters and service users and deliver value.

Informed Insight from Informed Consent.

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www.woodfortrees.net

T: 01225 636 286

E: getemma@woodfortrees.net

Wood For Trees, Reg Office: Citizen House, Crescent Office Park, Clarks Way, Rush Hill, Bath, BA2 2AF

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