

THINK

Stewardship Tracker



think
CANADA

What is the Stewardship Tracker?

The Stewardship Tracker is a tried and tested approach of mystery shopping in the fundraising environment, which has already provided hugely valuable insight to more than 40 UK and 12 Canadian not-for-profit organizations.

Working through a Canada-wide team of mystery supporters, the Stewardship Tracker enables you to assess the effectiveness of your supporter relationship management across a range of key activities, both monthly and annually, so that you can build an ongoing picture of supporter experience over time. It provides evidence and analysis of the strengths and weaknesses of the supporter experience and relationship management.

The cumulative nature of the Tracker's sampling offers an invaluable alternative to other mystery shopping products which only sample activity once a year.

Who are we?



THINK Intelligence has been running this successful program in the UK since 2010 and in Canada in 2014 and 2016. This experience has enabled us to build teams that work together to provide you with extremely high quality information and detailed analysis.

The team of mystery supporters provides you with accurate and comprehensive feedback, and behaves just as a real life supporter would do. We have carried out several thousand mystery shops over the years so we know how to make this a truly realistic interaction.

All members of the report writing team have been fundraising practitioners, and they are highly skilled at analysing the great volumes of data, and presenting it to highlight key themes and summarize the activity.



How it works



26 mystery supporters are allocated per member



We give a detailed briefing for their **twelve month** journey

They complete **eighty-five separate tasks - the core elements** - which include:



The mystery supporters operate across multiple channels including members' websites, email, social media, telephone and face-to-face.

We scrutinize their feedback regularly to spot and signpost urgent issues.

Our approach

We refresh the program each year, adding new elements and questions to make sure the information provides what you need in the current marketplace. The core elements also remain to make sure you can monitor trends over time.

Responding to your needs:

You can be involved in the program with as much or as little input as you want, and we will work with you in a way that best meets your needs. Some members just want to be recipients of detailed reports; others prefer a more hands-on approach to help them understand the detail of what is happening and when.

We are adaptable to your needs.





What do you get as a member ?

Two in-depth reports

at the midpoint and end of the program, which summarize and analyze your results, highlighting the areas which we recommend as the focus for your attention. Each report will build on the previous one, creating an ongoing picture of your stewardship.



Immediate alert reports

on any activity that is regarded as both failing to meet your standards, and is potentially damaging to your reputation.



A benchmark report

for all members of the THINK Stewardship Tracker comparing stewardship across member organizations, which is provided after the end of your program.



Annual members meeting

giving you an opportunity to network with other members, and talk through the benchmarking report in detail

An opportunity to buy add-ons, which include:

additional one-off mystery shops that repeat the core elements



bespoke mystery supporting activity to expand the analysis



provision of additional more in-depth recommendations by a THINK consultant as a supplement to your report



an annotated timeline of all communications received following mystery supporter donations



What you will get to know

For all activities, we provide factual data on times, dates, and details of each activity, coupled with the impression this gave the individual mystery supporter, giving you invaluable insight into the effectiveness of your ongoing stewardship. We can even take a longer-term view, year on year.

We also monitor

Signposting



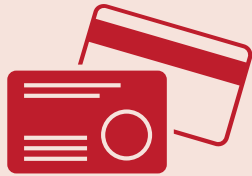
Functionality and efficiency of enquiry and donation process



How supporters are welcomed



Banking and processing efficiency



Call-handling skills



Complaint and query handling skills and effectiveness



Response times and methods across all entry points including telephone, letter, email and web



Communication frequency and content



Levels of personalization, support, and engagement in response to individuals' circumstances



Tax efficient giving



Compliance with latest regulation and best-practice requirements



Supporter impressions



Testimonial



We have been using the Stewardship Tracker since 2010 and it has helped us immensely in developing our own supporter care strategy and ensuring we review any inconsistencies in our current processes.

One of the really positive aspects of the tracker is that it also enables you to celebrate successes within the team as it highlights the areas that you are excelling in and is a mechanism to share the achievements of the supporter care team with the entire organisation.

We would recommend the Tracker to other organisations as it helps provide insight into your supporter care teams and allows regular and quick changes to be applied and tested. The service they offer is very professional and comprehensive.

Leading disability charity



Become a member

The annual membership fee is CAD \$6,900*

To discuss or join the program, please email info@think-canada.com.

**Membership fees attract relevant taxes. Members are also invoiced for an annual donation fund of circa CAD \$1,600, which is returned throughout the program via mystery supporter donation.*





THINK Consulting Solutions
info@think-canada.com
www.think-canada.com

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