



Scripture Union Queensland Data Enrichment



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OUR CLIENT

Scripture Union Queensland – now operating as part of SU Australia – is a Christian organisation working with local schools, local churches of all denominations, and community groups, towards a common vision: to see each child and young person connected and supported in community, serving others, and experiencing fullness of life. Scripture Union Queensland supports families and adult role models as they seek to positively influence children's lives, working in partnership with schools, local communities, and churches in serving children and young people and their families.



CLIENT REQUIREMENTS

Scripture Union Queensland had migrated to Salesforce after using several legacy systems across many years, and knew their large historical database was suffering from poor data quality due to the different formats and changeable management practices over time. They needed a data cleaning solution that would:

- Help ensure campaigns reached supporters
- Support long-term data quality
- Inform a long-term data management roadmap
- Achieve ROI in a swift and clearly measurable fashion



THE PLAN

DCA and Scripture Union Queensland connected at the Fundraising Institute of Australia's annual conference, and through follow-up conversations devised a strategy that would meet the organisation's requirements while also adhering to the strict budget requirements that often act as a barrier for non-profits engaging with technology solutions. This strategy involved:

1. Examining Scripture Union Queensland's data from a holistic data quality perspective to identify all potential issues
2. Provision of a clear and comprehensive report of data problems, the accompanying solutions, costings, and benefits analysis
3. Working with Scripture Union Queensland to prioritise activity, determining the most urgent actions with the highest ROI potential

A major item on this list flagged for immediate action was improving the accuracy of physical address data for newsletter recipients. DCA proposed checking the Scripture Union Queensland database against Australia Post's National Change of Address (NCOA) register to find supporters who had moved house.



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THE SOLUTION

To compare Scripture Union Queensland's supporter database with the Australia Post NCOA register, DCA established an easy to use, secure, and replicable process that ensured this exercise could be seamlessly rolled into ongoing data management plans.

1. DCA receives the Scripture Union Queensland export via secure file transfer
2. A standard cleansing process is run to ensure as many addresses are matched as possible
3. The file is washed against the NCOA database, a standard activity for DCA as an Australia Post partner
4. Supporters who have indicated to Australia Post they have moved are flagged, with the new address appended in a format consistent with Salesforce requirements
5. The file is returned to Scripture Union Queensland via secure transfer, ready to be uploaded with correct supporter addresses

When DCA first undertook this exercise for Scripture Union Queensland, over 600 incorrect or inactive addresses were identified.



THE BENEFITS

More supporters reached improving conversion rates, lifting donation revenue, and reducing costs.

- Already engaged supporters who have moved house receive the newsletter, instead of new residents at the old address with whom Scripture Union Queensland have no relationship
- Inactive addresses excluded from newsletters until the recipient is able to confirm their correct one

An easily measurable, fast return on investment supporting a regular undertaking of this exercise.

- The cost of running a record against NCOA was less than the cost of printing and sending a newsletter only for it to be returned if the address was wrong
- The average cost of a gift meant a 1% response rate would ensure ROI, and the team were confident their conversions would exceed this

Time saved for the team as the manual task of dealing with return to sender (RTS) mail is significantly reduced.

- Receiving, processing, and following up RTS previously captured a significant amount of valuable staff time following newsletter campaigns
- Recent campaigns have experienced far fewer RTS, enabling the team to focus on core capabilities

A roadmap for future data efficiencies as the NCOA enhancement success provides proof of concept for process and measurement.

- Propensity to give modelling to enable more appropriate support pitches
- Demographic enhancements including age segments and household members to improved personalised communication to key segments like parents and grandparents
- Geographic modelling to provide even more local, relevant communications



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DCA DATA SERVICES

With nearly three decades' experience, DCA are leaders in data migration, consolidation, and quality B2B data targeting in Australia and New Zealand. Our business is built on having the best people, systems, and solutions on hand for our clients. We are technology agnostic and offer:

- Data analysis, migration, cleansing, and validation
- Lead acquisition and data enrichment
- Expert data services team creating single customer views
- Market planning and assessment
- Data management, donor, and loyalty program management

Our corporate, government, and not-for-profit clients rely on our data, technology and expertise to drive data transformation and make business-critical decisions.

"DCA were great to work with. When I was chatting to the DCA team their approach was just really logical, and we understood the cost to clean a piece of data was less than the cost of sending a physical campaign to someone who doesn't live at that address anymore. So for us it was a no-brainer to clean the data and be sending our campaigns to the right people in as many cases as possible. The other impact for us is it's created a lot less work for us in the office in terms of processing return to sender physical mail since it has to come back in to us, and having to do follow-up on those bits and pieces while capturing that data.

DCA just understood our problem really, they knew the systems we were working with, and their cost to help us fix that problem worked from a not for profit point of view. The return on investment for us is excellent."

Jon Thorne

Group Manager Fundraising
Scripture Union Australia

Contact us on 03 9320 9000 or visit data.com.au

dca
database consultants australia