

ive

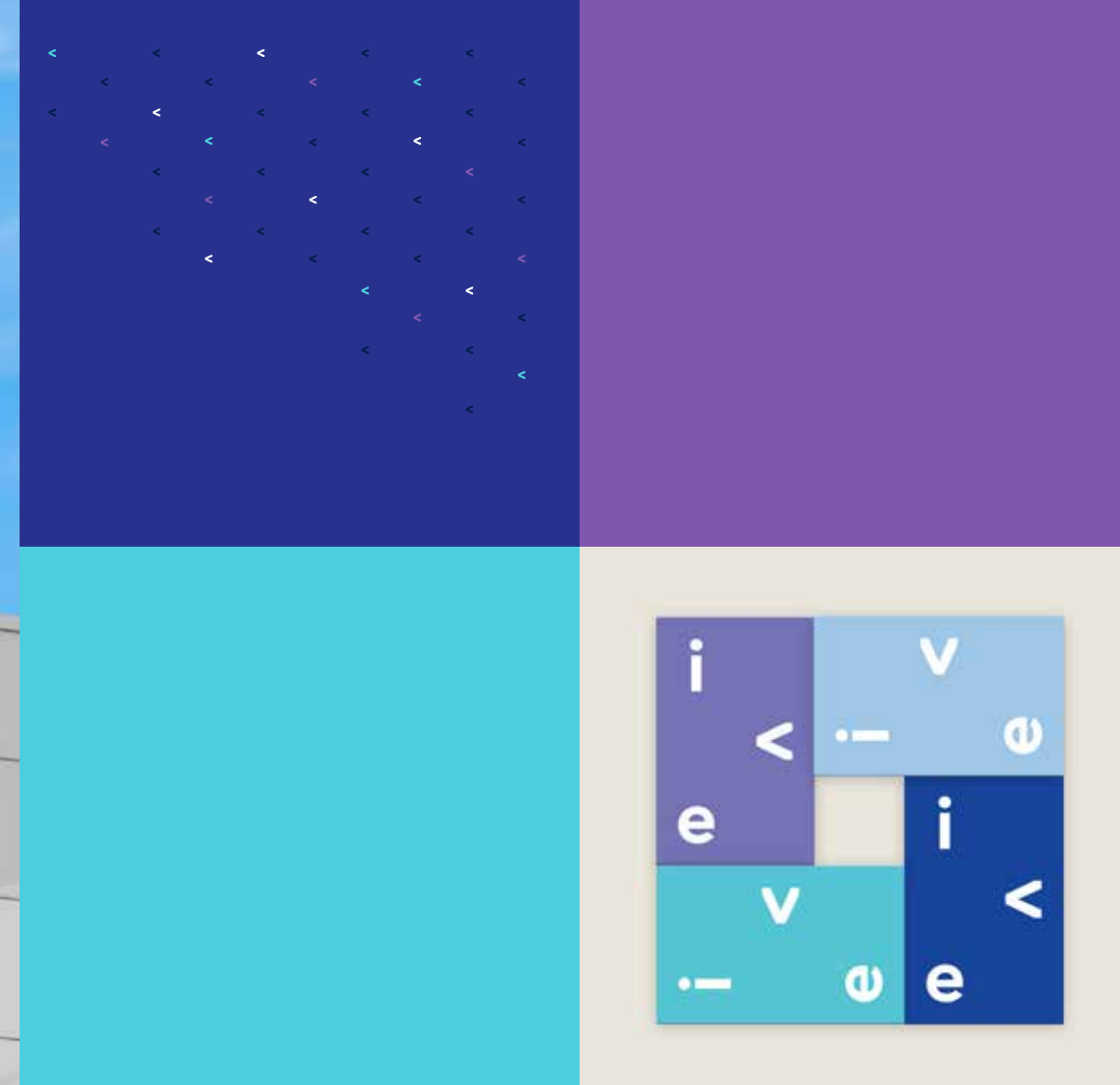


From idea
to execution

IVE Not-For-Profit Benchmarking Program 2022

How we help businesses navigate
the complex world of marketing

> Go further



What is it?

A program that delivers a range of strategic insights that is generated via the aggregation of transactional data from many of Australia's leading NFP organisations. With over 10 years of data to review, this program is by far the most comprehensive analysis available to NFP fundraisers

The program consists of:

- > The annual IVE NFP Benchmarking Report
- > Our state-based (Victoria & NSW) annual Benchmarking event and awards night
- > Regular insights sessions throughout the year that provides you with data and industry based snippets to guide your strategic direction
- > Data webinars designed to support your staff in managing your data assets more effectively



The IVE Benchmarking Report

- > Aggregation of the transaction data of over 70 Australian charities
- > Delivered via a comprehensive series of data dashboards visualised through Power BI
- > Coupled with strategic NFP market intelligence to help connect the data to our real world
- > Available to you at any time via your membership that connects you directly with the our dedicated Power BI platform



The IVE Benchmarking Event and Awards night

- > IVE brings the industry together to learn and celebrate the best of NFP fundraising across Australia
- > Enjoy an evening of drink and canapes whilst you also 'consume' our latest report taking you through the highlights and insights across all fundraising categories, donor types and communication channels
- > We'll also be launching our Campaign Excellence awards where we highlight industry best practice around successful campaign strategies
- > These events will be based in Melbourne and Sydney



Year round insights

- > Throughout the year we'll be conducting several Insight Seminars designed to provide you with ongoing information that helps guide your fundraising decision making
- > These will be online events available only to Members of IVE's Not-For-Profit Benchmarking program



Data support to create simplicity

- > We'll also be running a series of data webinars to support your team through the Benchmarking Program
- > This support is designed to make it easier for your team to extract, clean and leverage the power of your data in conjunction with the Benchmarking analyses



2022 Membership Options

Our memberships are designed to ensure Benchmarking is easy to join, with insights all year around

Benchmarking - Data Support

IVE's dedicated Benchmarking team is here to support your team as they format and share your data to make you Benchmarking-ready.

Annual Benchmarking Event - Complimentary Tickets

Complimentary tickets to IVE's in-person Benchmarking 2022 Industry Trends Presentation events. We look forward to you and your team joining us and your fundraising community in either Melbourne, Sydney or both.

Year-round Access to Benchmarking 2022 Interactive Dashboards

Benchmarking's powerful dashboards allow you to review performance metrics, gain new insights and inform your fundraising strategies. IVE provides your team with secure access to Benchmarking 2022 dashboards through Power BI.

Support and Insights Webinar

An exclusive 2-hour support session for Silver Benchmarking members (only!), to provide practical support in navigating Power BI dashboards, and extracting the most valuable insights. An opportunity for you and your fundraising peers to have your questions answered directly by IVE's Benchmarking team.

Deep Dive Benchmarking Insights

Brief IVE on what is most important to your charity, and let our dedicated team of Analysts and Data Scientists dive deep into Benchmarking data to surface the insights you need.

Fundraising Community Bi-Annual Round Tables

By-invitation-only curated groups, focusing on key areas of challenge and opportunity faced by your fundraising peers! Solution-focused workshop sessions to provide actionable outcomes.

Your Donor Database - Data Quality Assessment Report

Formalised data quality assessment fact sheet with overview of data health, providing an indication of the completeness and utility of your donor database's data.

Your Donor Database - Deduped

As data-driven natives, IVE has significant expertise in highlighting suspicious, duplicate records in data sets. Our team will provide you with a list of donor IDs that appear to be duplicates for your team to dedupe or remove from your source systems. If you require assistance in implementing any of these recommendations, our team is here to support you.

Supporter Experience - Readiness and Capability Mapping

This client self-assessment and workshop feedback activity identifies the highest possible impact activities for charities to overcome key challenges which most commonly keep fundraising teams from being able to deliver impactful fundraising programs.

Ready to join us? Register for 2 years of membership and receive 20% off your second year.

	SILVER	GOLD	PLATINUM
	\$750	\$5,000	\$9,000
	✓	✓	✓
	5 complimentary tickets	10 complimentary tickets	15 complimentary tickets
	** New in 2022 ** > Personalised Power BI report access > Top 20 most accessed dashboards > Charity Purpose-level filtering features ✓	> Insights from 100+ Power BI dashboards > PLUS refreshes and updates throughout the year > Charity Purpose-Level filtering features ✓	** New in 2022 ** > Insights from 100+ Power BI dashboards, refreshes and updates > PLUS exclusive access to 5 dashboards designed with our Benchmarking Council > Benchmarking-member filtering features ✓
	** New in 2022 ** ✓	✗	✗
	✗	** New in 2022 ** Half day of dedicated Benchmarking team analysis time ✓	** New in 2022 ** Full day of dedicated Benchmarking team analysis time ✓
	✗	** New in 2022 ** ✓	** New in 2022 ** ✓
	✗	** New in 2022 ** ✓	** New in 2022 ** ✓
	✗	✗	** New in 2022 ** ✓
	✗	✗	** New in 2022 ** ✓





> To register your interest in IVE Benchmarking, head to **nfp.ivegroup.com.au** or get in touch at: IVENFP.Benchmarking@ivegroup.com.au

