

THINK

Benchmarker

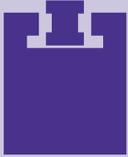


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CONSULTING SOLUTIONS

THINK Benchmarker - What is it?

THINK Benchmarker is a tool to enable you to assess performance across all aspects of your fundraising programme compared to others in the sector. It will allow you to identify areas that are performing well and areas where improvements could be made and increases in income realised.

It provides benchmarks for overall fundraising measures as well as specific measures across the following areas:

Regular giving 	Membership 	Cash appeals 
Prize- led activity 	Mid- value 	Legacies 
In-Mem 	Community Fundraising & Products 	Challenge & Virtual Events 
Special events 	Major donor 	Trusts & Foundations 
Corporate 	Commercial 	

Why take part?

In order to grow and move forward, it's critical that we understand how we are performing now. To do that we need to compare ourselves to others.

THINK Benchmarker will enable charities of all sizes to assess how effectively fundraising is performing across all main income streams compared to other organisations.

It will help with the management and strengthening of a Fundraising programme across all levels. It will enable you to assess results seen within portfolios, review productivity, identify areas for improvement and to plan with confidence. It will help support investment proposals for development and growth. It will help CEOs and Boards to understand the results of their Fundraising team in the context of the sector and against comparator charities.



How does it work?

We will send you a framework in which to provide your data, together with guidelines and definitions, and will be on hand to answer any questions you might have whilst completing it.

A condition of participation is a willingness to share all the information you can. Whilst we understand that not all participating charities will necessarily include all areas of fundraising in their programme, where activity is carried out we ask that all results are shared.

Participating charities will be asked to provide their data for the preceding calendar year by the start of July. Depending on financial years this, for example, could be for the year ending the preceding December or March. We will analyse the data and produce reports in September.

The reports will contain the averages of the data provided so that no charity's individual results will be identifiable.

Topline findings from the Benchmarker will be shared with the sector in partnership with the Institute of Fundraising during the autumn of 2018.

THINK Benchmarker will take place every two years. Over time the THINK Benchmarker will also track and report on trends seen by your organisation, across your comparator group of charities as well as the sector as a whole.

What do charities receive?

A range of options have been developed for charities to enable different levels of reporting based on need and budget.

Standard package:



An overall report illustrating results across all participating charities



A report showing the benchmarks for charities in the same voluntary income bracket as yours.

Optional extras:



Bespoke report comparing your charity's performance with others in the same voluntary income bracket with insight and commentary from THINK



Bespoke report comparing your charity's performance with others in the same causal area with insight and commentary from THINK



A member of the THINK team presenting the results to a group of internal stakeholders in your organisation



If you would like your data cut and compared in a different way please talk to us and we can provide a quote based on your specific request.

Who are we?

THINK is the leading international consultancy dedicated to not for profit fundraising. We have been working with charities in the UK and all over the world for more than 16 years.

Before joining THINK, all of the team were senior fundraisers for UK charities or major INGOs. So we understand the challenges, headaches and demands that you face as well as share the desire to improve continually how we fundraise, the results that we see and the impact that can have. THINK Benchmarker has been developed to help achieve that.

Cost

Prices have been set to encourage the widest possible participation. There is a sliding scale for the cost of the standard package, based on voluntary income levels, to ensure accessibility to as many charities as possible.

Voluntary income level	Band	Price
Up to £4,999m	Band 1	£600
£5 - £9,999m	Band 2	£800
£10 - £24,999m	Band 3	£1,050
£25 - £49,999m	Band 4	£1,500
£50m+	Band 5	£1,850

Optional extras:

- Bespoke report comparing your charity's performance with others in the same voluntary income bracket with insight and commentary from THINK - **£1,125**
- Bespoke report comparing your charity's performance with others in the same causal area with insight and commentary from THINK - **£2,950**
- A member of the THINK team presenting the results to a group of internal stakeholders in your organisation - **£900**
- If you would like your data cut and compared in a different way please talk to us and we can provide a quote based on your specific request.

Organisational Members of the Institute of Fundraising are eligible for a 5% discount on the cost of all Optional Extras.

All prices quoted are exclusive of VAT.

How to get involved

If you would like to find out more, ask some questions or discuss what's involved please get in touch with Sarah Wilson at sarahwilson@thinkcs.org or call 07860 848031.

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