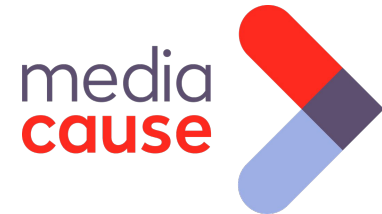# PARSONS|TKO

Welcome

- All participants' microphones have been muted & cameras have been turned off

- Please post any questions in the chat & we will review them during our Q&A segment

- This webinar is being recorded & will be distributed after the session

Who is speaking?

ParsonsTKO

Media Cause

Meet Your Panelists

Stefan Byrd-Krueger
Chief Analytics Officer,
ParsonsTKO

Luke Dringoli
Senior MarTech Director,
Media Cause

Nate Parsons
Chief Strategy Officer,
ParsonsTKO

Dan Reed, CFRE
Senior Director of Fundraising,
Media Cause

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Breaking Down Silos

Why does Engagement matter and how do you focus on it?

The way we see possibilities

Engagement Architecture ◆ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.

Engagement

Experiences

Data

Strategy

People

Processes
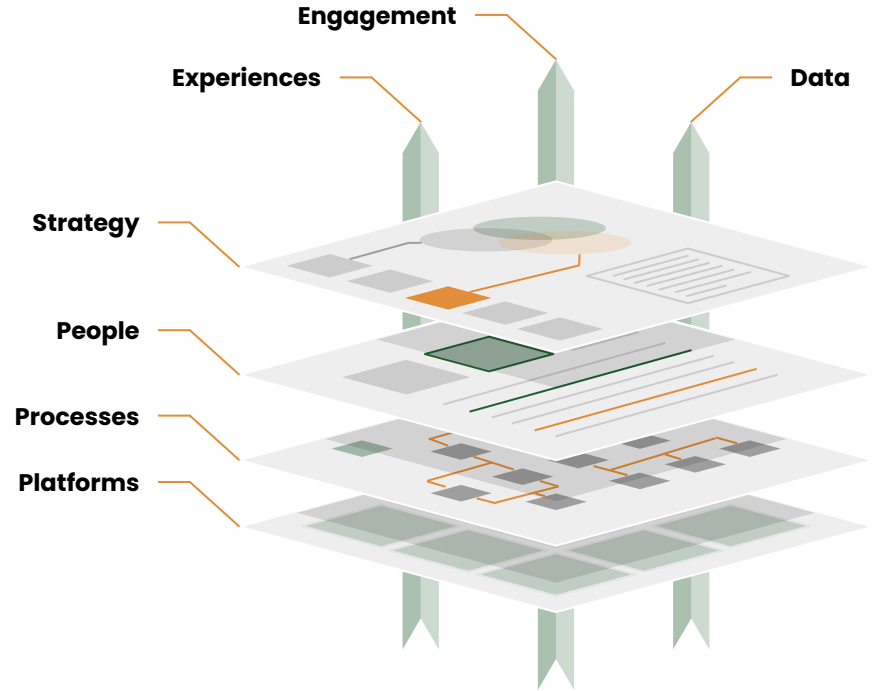
Platforms

What is Media Cause's golden rule when it comes to technology partners?

Breaking Down Silos

Find a technology partner that helps you **achieve your organizational + departmental goals** without creating additional work for the team.

media
cause

What are the most important principles of Contact Modeling?

You need to **know who you're dealing with**

1 · Who they are

- Name
- Email
- Organization
- Role

2 · What they care about

- Topics
- Regions
- Content preferences
- Communication needs

3 · What they've done

- Signed up for an event
- Met with staff
- Donated
- Signed a petition

How can an organization begin creating a single source of truth?

Steps to success with unified data

1. Define your strategy

Establish clear and measurable definitions for strategic elements of your organization

2. Inventory data

Inventory your data to determine what's available to measure established strategic elements

3. Sync key platforms

Develop integrations and sync data across all platforms relevant to your strategy

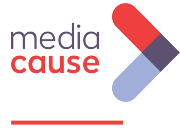**4.** Build reporting platform

Build a new suite of reporting tools and dashboards around a single source of truth

5. Drive adoption

Integrate the new data capabilities with existing processes to increase audience engagement
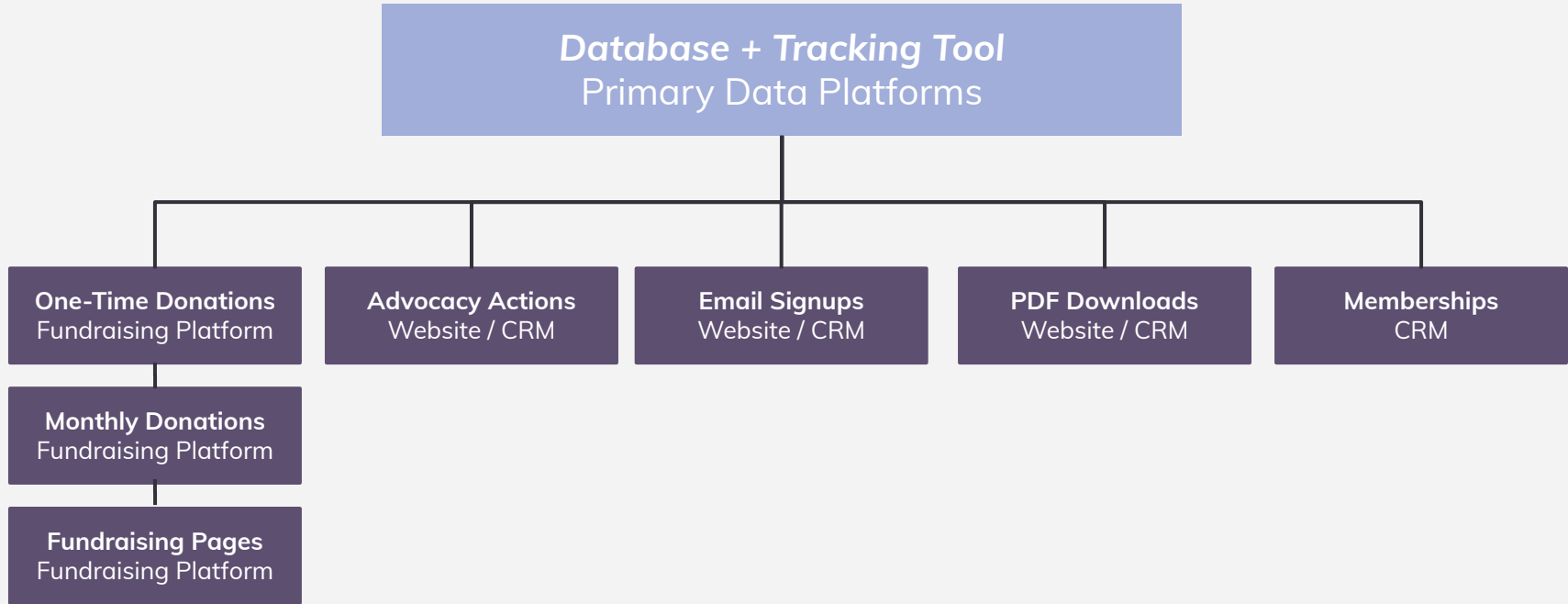
6. Automate outreach

Implement personalization features on outreach platforms using the newly integrated data
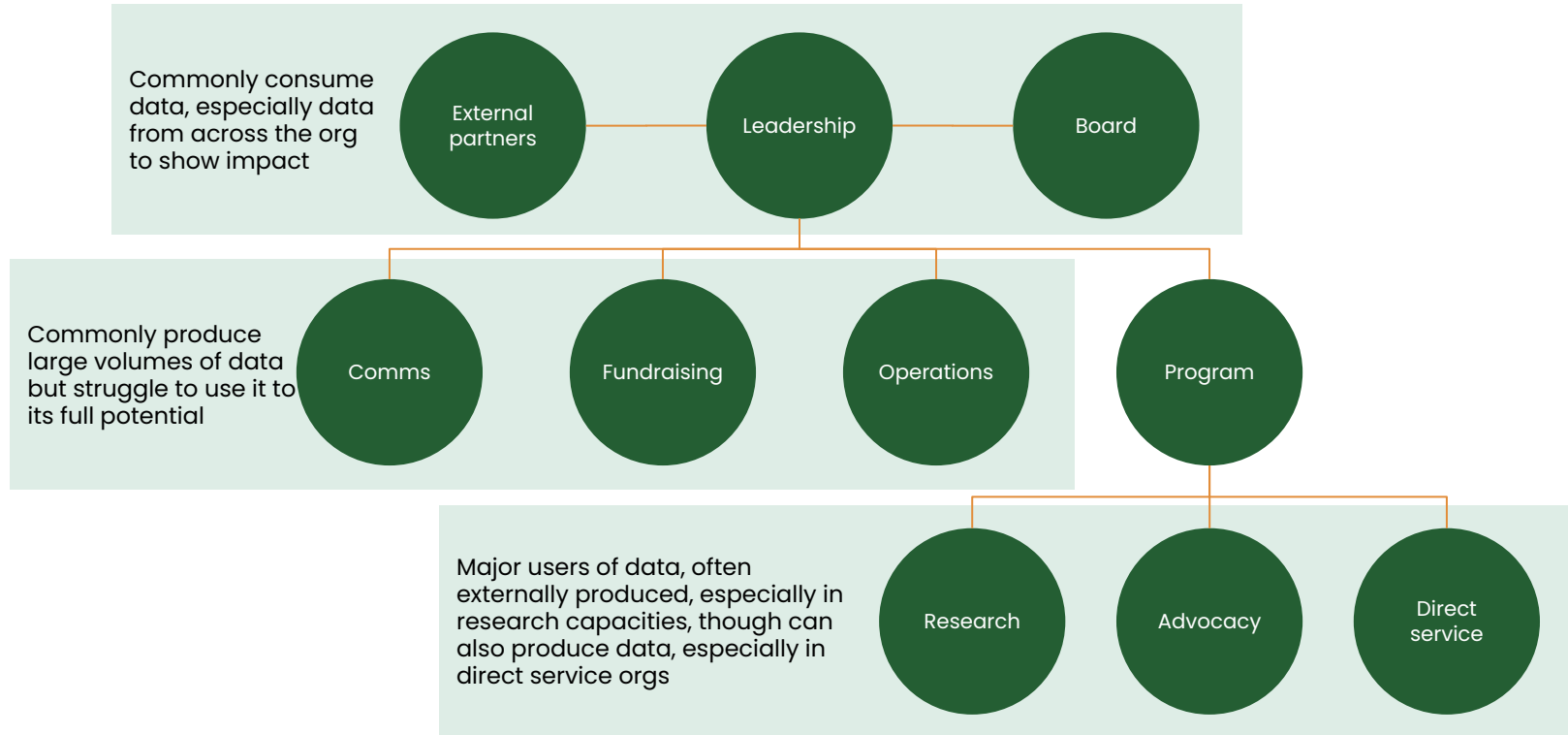
What does good data look like?

And, how do you leverage data to make strategy and campaign decisions?

Breaking Down Silos

You **need** to have one source of truth.

Database + Tracking Tool
Primary Data Platforms

One-Time Donations
Fundraising Platform

Advocacy Actions
Website / CRM

Email Signups
Website / CRM

PDF Downloads
Website / CRM

Memberships
CRM

Monthly Donations
Fundraising Platform
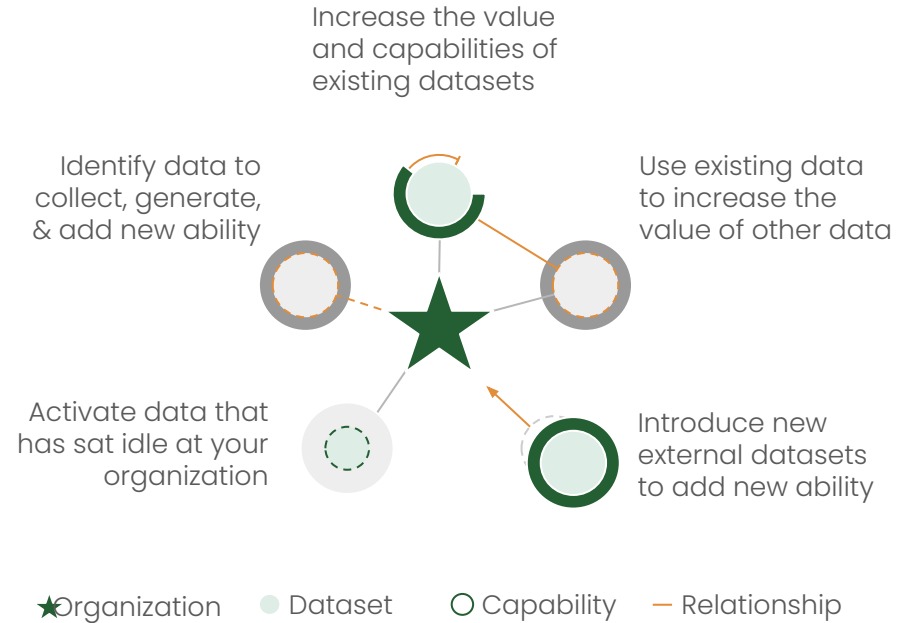
Fundraising Pages
Fundraising Platform

How can organizations build better data cultures and bring non-data practitioners to better understand how they can benefit from it?

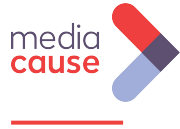# Where in the org is data?

Commonly consume data, especially data from across the org to show impact

External partners — Leadership — Board

Commonly produce large volumes of data but struggle to use it to its full potential

Comms   Fundraising   Operations   Program

Major users of data, often externally produced, especially in research capacities, though can also produce data, especially in direct service orgs

Research   Advocacy   Direct service

How orgs grow through data culture

- Actively used datasets can be **repurposed** and adapted to new capabilities
- Idle datasets that can be **activated** to improve or add new capabilities
- **New datasets** can be created or introduced to the organization

Increase the value and capabilities of existing datasets

Identify data to collect, generate, & add new ability

Use existing data to increase the value of other data

Activate data that has sat idle at your organization

Introduce new external datasets to add new ability

★ Organization   ● Dataset   ○ Capability   — Relationship

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How can organizations better use their technology to achieve their goals?

And, how do you use technology to help improve ROI?

Tracking **ROI across platforms**, not in silos.
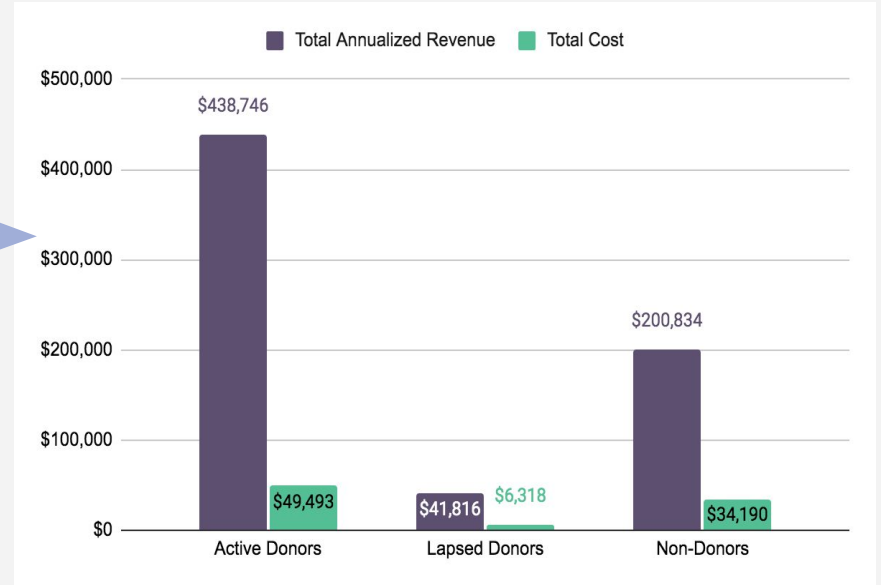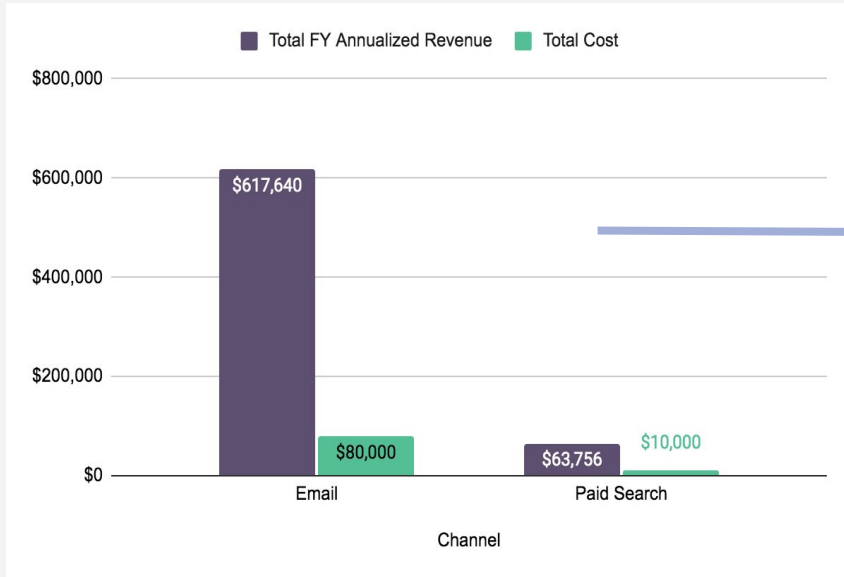
How does an organization build a roadmap for platform changes and what should you consider when aligning broader goals?

Any questions?

Would you like to continue the conversation?

linkedin.com/company/parsonstko/

linkedin.com/company/media-cause

Want to dive in?

parsonstko.com/project

How did we do?

Please let us know by filling out our

Survey

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