

## Innovative face to face fundraising on TAAP

TAAP and The League Against Cruel Sports have successfully worked together to create an innovative approach to face to face fundraising, resulting in saved time, cost and increased security for the data being captured.

There are two key constraints with traditional methods of face to face fundraising:

- a) The ability of the fundraiser to describe the case for support of the charity with limited supporting campaign materials and leaflets and
- b) The paper-based method of data capture which can cause considerable delay in processing, is open to errors, security risks and involves a large number of people in backend support to process the forms and deal with issues inherent in this data capture process.

With OnTAAP DataCapture on handheld digital technology (Microsoft Windows PDAs) mitigates these by a) Able to promote, visually, the case for support to the public using video clips and images  
b) interactive and real-time-verification data collection process.

Using the OnTAAP DataCapture product, fundraisers can demonstrate the League's case for support by playing video clips which prove highly effective in increasing understanding of the need for support.

The collection of data using the address and bank checking applications provide accurate and reliable capture of key contact details at the time and point of collection. Using pre-scripted answers provides the opportunity to collect key demographic and personal information relating to contact preferences, Data Protection statements and other key personal indicators previously impossible due to the limitations of the paper format. Once keyed-in the contact information is instantly relayed to a central database where there are communication programmes designed to meet the needs of each individual.

In most cases (depending on communication preferences) a text message is received by the new supporter within a few minutes, with a welcome message from the campaign team, giving more information.

The database provides real-time reporting, enabling project managers to log on and monitor performance of teams anywhere in the UK, they can also communicate feedback, send campaign updates and other instruction through the devices.

As part of the prospecting programme, the telemarketing agency download data-files on same day as the initial contact, contact can then be made from the following day dependent on supporters preferences. The introduction of this technology has dramatically reduced data loss, time delays,

operational support and driven down costs.- while improving the promotion of our work , reporting, monitoring and evaluation of activities.

The League is using the OnTAAP DataCapture to drive up attendance at events organized as part of a series of roadshows throughout the UK – follow up messages are sent by text and email reminding people of events in their area.

The League are also rolling out the prospecting campaign using these devices, taking it to events in the UK and Europe throughout the summer. The cost and time savings offered, and the mobility of the equipment, means the team can work anywhere and yet be in direct contact throughout the day, for updates as necessary, and database staff can review the data real-time to deal with any issues as soon as they develop.

The cost savings are significant to the charity as all data capturing and processing takes place at the point of contact, thus saving the need for the administration and data processing staff. The interactive nature of the device also has the potential to further enhance the integration of new supporters with our campaigns – by the capture of video/audio clips at the fundraising locations. –giving supporters the opportunity to send a campaign message via our website.

The interest and enthusiastic response to the device by the public has convinced the League that people are comfortable with charities using the latest technology to create greater awareness of the issues they campaign on. The opportunity for new supporters to choose the way in which they will be contacted offering a wide a range of options - and see it being put into action in a transparent way - is likely to create greater confidence in relationships established this way.

The League commented “We believe that all face to face fundraising will be using this type of technology in the coming years. The device will also transfer as a cost effective way to organise and coordinate large scale community and volunteer fundraising. This is the first use of a mobile interactive digital communication device to develop the fundraising ask and data processing by charities in the UK. It offers the opportunity to integrate campaign and fundraising messages through a range of communication channels simultaneously.”

“We are convinced it will provide the ability for all charities to reduce costs (make face to face fundraising market more accessible to smaller charities who see the data administration process as a barrier to the market). The ability to display audio-visual clips ensure key campaign messages are up to date and uniformly communicated. The devices can send reports and be updated on location saving time to return to office for up/download – in short it condenses a string of events to a one step approach.”

Steve Higgon, TAAP CEO Commented: "The results are impressive and by utilizing a modern and real technology, the data captured is more accurate and provides the charities with a significantly more flexible and robust solution. Fundraisers no longer have to spend time and effort on how the data is processed and can focus on the core reasons they need support, reducing all the major risks in data processing".

All information sent using OnTAAP DataCapture is encrypted and is not stored on the device, thus significantly reducing security issues that may occur with paper based methods.

**About TAAP**

TAAP is a leading provider of software solutions which allow organisations to mobilise their operations using hand held computers. Its award-winning agile application platform allows new systems to be delivered "OnTAAP", that is, fast, flexibly and at low cost.

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