

# the **TIMOTHY** group

## DATA SERVICES

Whether it's managing donor records, understanding the effectiveness of your communications effort, or helping your team identify that next big prospect, data plays a vital role in your organization's success. The Timothy Group is committed to providing the best qualitative and quantitative tools to support our clients. Through our Data Services we can help "tame your data dragons" to ensure you are using the right tools to move your ministry into the 21st Century.

### **Digital Tool Assessment & Recommendations**

Do you love your current digital tools (e.g., donor database/CRM, payment processor, email marketing software)? Do they provide best-practice outcomes at an appropriate cost for your organization? Do your tools "talk to each other" (aka, integrate)? The Timothy Group works with the ever-increasing list of digital tools and can help you identify what tools are the best fit for your organization. While assessing current tools can be complicated and changing to new tools can be nerve-wracking, the Timothy Group can give you confidence to make the right choice for your organization's long-term success.



### **Data Cleaning & Optimization**

Clean and well-maintained data improves the effectiveness of your communications and fundraising efforts saving your organization time and money. Could your organization's data use a good scrubbing? Do you need help setting up the internal processes needed to keep things tidy? Whether it is finding duplicates donors, identifying incorrect data, verifying addresses through the US postal service (aka NCOA), or pulling data from multiple sources into one location, the Timothy Group can help you get your data in tip-top shape.

### **Reporting & Segmentation**

Having clean data and great tools alone is not the goal. The true value derived from your data/tools comes from fully utilizing them to support your organization's communications and fundraising efforts. Does your donor database feel like a black box? Do you need help creating reports and/or dashboards to help increase transparency? Do you need help with prospect identification and segmentation? We use a multi-factor approach to help you identify your best prospects for legacy gifts, monthly donors, major donors, etc. Our experienced team can help you build the reports and dashboards you need to support your next campaign.



### **Want to learn more about how the Timothy Group's Data Services can help your ministry?**

We would love the opportunity to learn more about your ministry and help you maximize your data and tools. While many of the services above are included in our service contracts, we are happy to quote Data Services by the hour or by the project. To set up a free 30-minute initial consultation simply ask your current Timothy Group Consultant or contact Jonathan Helder, Timothy Group Consultant and Data Specialist, at 616-901-5669 or [jhelder@timothygroup.com](mailto:jhelder@timothygroup.com).