Region	Country / Market	Existing IG database supplier / name	How many active db users at the moment (licenses)	How many donor + prospect records at the moment?	How many active donors currently?	How many transaction records (approx)	How many communications records (approx)	Approximate size of Database (GB)
INT	International	Salesforce	26	>150K	0 - 50K	100K - 500K	>1M	9
Africa	Africa Regional	Salesforce	2	0 - 50K	0 - 50K	<100K	250K - 1M	0
Americas	Argentina	Salesforce	1	50K - 150K	0 - 50K	4500	200000	1
Americas	Brazil	Salesforce	3	>150K	0 - 50K	16500	>1M	4
Americas	Canada	Blackbaud / RE						
Americas	Mexico	Excel						
Asia	Hong Kong	FR Pro --> Salesforce	27	50K - 150K	50K - 100K	100K - 500K	<250K	8
Asia	Korea	Human Software/MRM	29	>150K	>100K	100K - 500K	250K - 1M	20
Asia	Malaysia	SG						
Asia	Phillipines	SG						
Asia	Thailand	SG (cost in USD)	0	0 - 50K	0 - 50K	100K - 500K	<250K	
Europe	France	Salesforce	3	50K - 150K	0 - 50K	<100K	250K - 1M	2
Europe	Italy	Direct Channel	42	>150K	>100K	>500K	>1M	87
Europe	Netherlands	Salesforce	5	0 - 50K	0 - 50K	<100K	<250K	0
Europe	United Kingdom	Salesforce	6	>150K	0 - 50K	100K - 500K	>1M	9
Europe	Greece	MS Access	1					
MENA	MENA	Salesforce	12	50K - 150K	0 - 50K	100K - 500K	>1M	5
Asia	Japan	Microsoft/SQL Server	60	>150K	>100K	>500K	>1M	23

Salesforce for Quarterly Reporting

UNHCR has recently been developing reports for Quarterly reporting of online donations from Salesforce. The benefit of using Salesforce for reporting is the length of time to create these reports will be significantly reduced. User can run tier own reports at any time and simply copy the appropriate numbers into the Quarterly reports template provided – A typical reporting procedure will take as little as 30 minutes to complete.

The income and Donor numbers reports which are now operational for Quarterly reporting of online figures are currently for donations being made via Worldpay.

Reports:

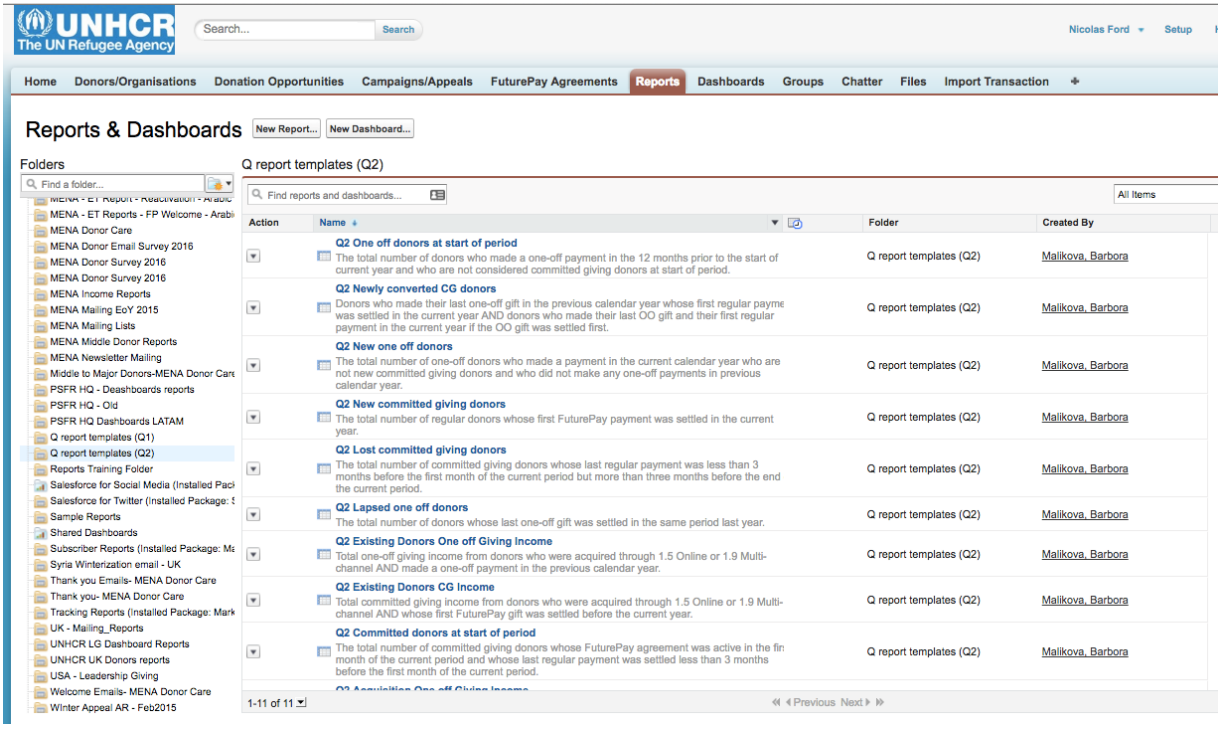
The following reports are included for quarterly reports:

Report Name	Report Description
Acquisition Committed Giving Income	Total committed giving income from donors who were recruited on-line whose first FuturePay gift was settled in the current year.
Acquisition One off Giving Income	Total one-off giving income from one-off donors who made a payment in the current year and who did not make any one-off payments in previous calendar year.
Existing Donors CG Income	Total committed giving income from donors who were acquired through 1.5 Online or 1.9 Multi-channel AND whose first FuturePay gift was settled before the current year.
Existing Donors One off Giving Income	Total one-off giving income from donors who were acquired through 1.5 Online or 1.9 Multi-channel AND made a one-off payment in the previous calendar year.
Committed donors at start of period	The total number of committed giving donors whose FuturePay agreement was active in the first month of the current period and whose last regular payment was settled less than 3 months before the first month of the current period.
New committed giving donors	The total number of regular donors whose first FuturePay payment was settled in the current year.
Lost committed giving donors	The total number of committed giving donors whose last regular payment was less than 3 months before the first month of the current period but more than three months before the end of the current period.
Newly converted CG donors	Donors who made their last one-off gift in the previous calendar year whose first regular payment was settled in the current year AND donors who made their last OO gift and their first regular payment in the current year if the OO gift was settled first.
One off donors at start of period	The total number of donors who made a one-off payment in the 12 months prior to the start of current year and who are not considered committed giving donors at start of period.
New one off donors	The total number of one-off donors who made a payment in the current calendar year who are not new committed giving donors and who did not make any one-off payments in previous calendar year.
Lapsed one off donors	The total number of donors whose last one-off gift was settled in the same period last year.

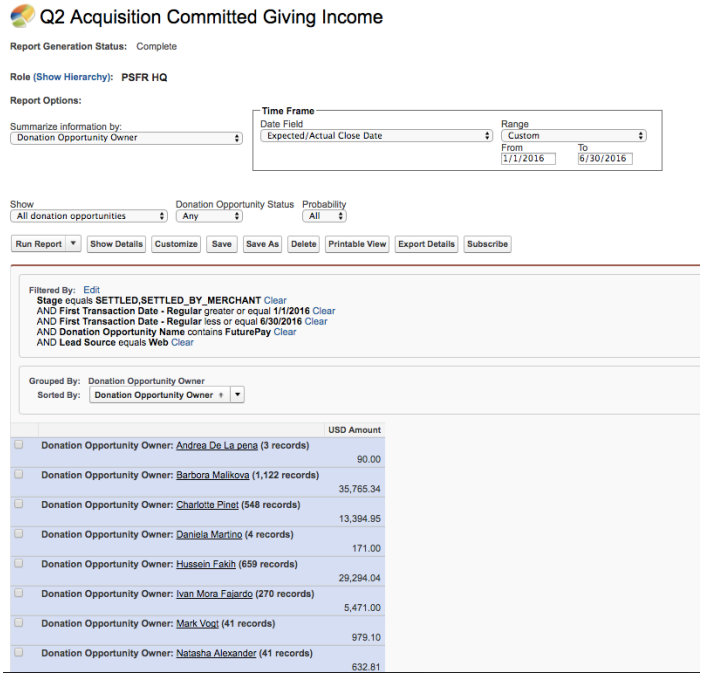
These reports are summarized by Hub, so that totals can be copied into the Quarterly reporting excel templates

Finding Reports:

Once logged into Salesforce, click on the reports tab and find the folder ‘Q reports template (Q2)’



Click on the report required and view the results:



Please note that all amounts are in USD and income refers to gross income before the WorldPay fee of approximately x% is deducted.

- Convert USD amount to your local currency and insert results into Quarterly report template.
- On income tab, calculate 3.15% of income in each row and add the amount to costs.

Based on your office, find either the total USD amount (for income reports) or the total number of donors (for donor number reports) for your office data owner (see below) and copy the number into your excel Q report template.

Each Donation (or opportunity) on Salesforce is marked with a Data owner corresponding to the hub or office of ownership – this is shown in the table below.

Hub / Office	**Donation Page Language Code/s**	**Data Owner**
International	00	xx
UK	GB	xx
Gulf / MENA	GU	xx
France	FR	xx
Mexico	LAES	xx
Brazil	BRPT / LAPT	xx
Belgium	BE	xx
Netherlands	NL	xx

Below are examples of quarterly reports on SalesForce with filters and criteria explained in detail.

Please note that quarterly reports are cumulative – i.e. Q2 reports cover period from January to June etc.

Criteria/ fields that need adjusting each quarter are highlighted.

DONOR
(Donor/ organization reports)

One off donors at start of period (Q1)

Description:

The total number of donors who made a one-off payment in the 12 months prior to the start of current year and who are not considered committed giving donors at start of period.

Time Frame

Date Field	Range	
Last Transaction Date - Single	Custom	
	From	To
	1/1/2015	

Filtered By:(1 AND 2 AND (3 or 4)) AND 5 Edit

1. **Total Amount Given** greater than **0.00**
2. **First Transaction Date - Single** less than **1/1/2016**
3. **Last Transaction Date - Regular** less than **10/1/2015**
4. **Last Transaction Date - Regular** equals
5. **Donor: Lead Source** equals **Web**

New one off donors (Q1)

Description:

The total number of one-off donors who made a payment in the current calendar year who are not new committed giving donors and who did not make any one-off payments in previous calendar year.

Filtered By:(1 AND 3 AND (2 or 4)) AND 5 Edit

1. **Total Amount Given** greater than **0.00**
2. **Last Transaction Date - Regular** less than **10/1/2015**
3. **Last Transaction Date -Single-PreviousYr** equals
4. **Last Transaction Date - Regular** equals
5. **Donor: Lead Source** equals **Web**

AND **Donors/Organisations** with **Donation Opportunities**

- **Created Date** less than **4/1/2016**
- **Stage** equals **SETTLED,SETTLED_BY_MERCHANT**
- **Donation Opportunity Name** does not contain **futurepay**
- **Expected/Actual Close Date** less than **4/1/2016**
- **Lead Source** equals **Web**

Lapsed one off donors (Q1)

Description:

The total number of donors whose last one-off gift was settled in the same period last year (quarter/ year).

Filtered By:(1 AND (2 or 3)) AND 4 Edit

1. **Total Amount Given** greater than **0.00**
2. **Last Transaction Date - Regular** less than **10/1/2015**
3. **Last Transaction Date - Regular** equals
4. **Donor: Lead Source** equals **Web**

Committed donors at start of period (Q1)

Description:

The total number of committed giving donors whose FuturePay agreement was active in the first month of the current period and whose last regular payment was settled less than 3 months before the first month of the current period.

Filtered By: Edit
Total Amount Given greater than **0.00** Clear
AND **FuturePay Agreement: Created Date** less than **1/1/2016** Clear
AND **Donor: Lead Source** equals **Web** Clear

New committed giving donors (Q1)

Description:

The total number of regular donors whose first FuturePay payment was settled in the current year.

Filtered By: Edit
Total Amount Given greater than **0.00** Clear
AND **Donor: Lead Source** equals **Web** Clear

Lost committed giving donors (Q1)

Description:

The total number of committed giving donors whose last regular payment was less than 3 months before the first month of the current period but more than three months before the end of the current period.

Filtered By: Edit
Total Amount Given greater than **0.00** Clear
AND **Donor: Lead Source** equals **Web** Clear

Newly converted CG donors (Q1)

Description:

Donors who made their last one-off gift in the previous calendar year whose first regular payment was settled in the current year AND donors who made their last OO gift and their first regular payment in the current year if the OO gift was settled first.

Filtered By:(1 AND 2) AND ((3 AND 4) OR 5) Edit
1. **Total Amount Given** greater than **0.00**
2. **Donor: Lead Source** equals **Web**
3. **Last Transaction Date - Single** greater or equal **1/1/2015**
4. **Last Transaction Date - Single** less than **1/1/2016**
5. **Date of Conversion This year** greater or equal **1/1/2016**

INCOME
(Donation opportunity reports)

Acquisition One off Giving Income (Q1)

Description:

Total one-off giving income from one-off donors who made a payment in the current year/ quarter and who did not make any one-off payments in previous calendar year.

Filtered By:(1 AND 2 AND 3) AND 4 Edit
1. **Stage** equals **SETTLED,SETTLED_BY_MERCHANT**
2. **Last Transaction Date -Single-PreviousYr** equals
3. **Donation Opportunity Name** does not contain **FuturePay**
4. **Lead Source** equals **Web**

Acquisition Committed Giving Income (Q1)

Description:

Total committed giving income from donors who were recruited on-line whose first FuturePay gift was settled in the current year.

Filtered By: Edit
Stage equals **SETTLED,SETTLED_BY_MERCHANT** Clear
AND **First Transaction Date - Regular** greater or equal **1/1/2016** Clear
AND **First Transaction Date - Regular** less or equal **3/31/2016** Clear
AND **Donation Opportunity Name** contains **FuturePay** Clear
AND **Lead Source** equals **Web** Clear

Existing Donors One off Giving Income (Q1)

Description:

Total one-off giving income from donors who were acquired through 1.5 Online or 1.9 Multi-channel AND made a one-off payment in the previous calendar year.

Filtered By:(1 AND 2 AND 3) AND 4 Edit

1. **Stage** equals **SETTLED,SETTLED_BY_MERCHANT**
2. **Last Transaction Date -Single-PreviousYr** not equal to
3. **Donation Opportunity Name** does not contain **FuturePay**
4. **Lead Source** equals **Web**

Existing Donors Committed Giving Income (Q1)

Description:

Total committed giving income from donors who were acquired through 1.5 Online or 1.9 Multi-channel AND whose first FuturePay gift was settled before the current year.

Filtered By: Edit

Stage equals **SETTLED,SETTLED_BY_MERCHANT** Clear
AND **First Transaction Date - Regular** less than **1/1/2016** Clear
AND **Donation Opportunity Name** contains **FuturePay** Clear
AND **Lead Source** equals **Web** Clear

10th November 2016

UNHCR <country> PSP Operations Report

Mission Report and Recommendations

Contents

Version History 2
1. Background 3
2. Current Situation 3
2.1. Acquisition 3
2.1.1. Face to Face 3
2.1.2. Online Fundraising 4
2.2. Retention 4
3. Reccomendations & Next Steps 5

Version History

Version	Date	Details	By
1.0	24/10/2016	Initial Draft	xx
1.1	10/11/2016	Completion for review	xx

1. Background

This is a documentation of the current fundraising processes in <country> together with a recommendation of how to improve operational efficiency and donor engagement in future.

2. Current Situation

This section explains the as-is state of <country> PSP operations by primary functions

2.1. Acquisition

2.1.1. Face to Face

<country's> primary means of individual giving acquisition is Face-to-Face fundraising for regular gifts. This practice first started in 2011 although this was halted in 2013 due to disappointing results from the agency. In November 2015, a new procurement process began for a Face to Face agency which was subsequently won by <agency>. F2F Fundraising began again in July 2016, which is now currently acquiring approximately 1000 new donors per month and on target for 3,000 new donors between September and December 2016.

<agency> are responsible for hiring fundraisers, collecting sign up forms, entering the sign up form information onto Excel (and handing over to UNHCR along with the physical forms). The new signups forms are checked against the excel entries and then copied and pasted into the "master" excel file by xxx or yyy (<agency> employee but based at UNHCR). At the same time the initial donation is attempted on the TBV machine (Point-Of-Sale machine located in the UNHCR office).

After the first donation, the new donor falls into the regular banking cycle from the master excel file. This is where UNHCR attempts to make a donation claim for donors (mostly on a monthly giving frequency) by sending claim files to 2 different banks. The master excel file is filtered on the bank product column and the next transaction date and the resulting donor list is copied into the bank upload template where it is then uploaded and submitted to each Bank. Banks usually respond to these claim files within 1 or 2 hours whereby the successful transactions are updated in the master excel file, by setting the Last transaction date (todays date), the next transaction date (next month), the Bank product and the Successful month (e.g. OCT). On highly successful debit days (i.e. when <country> donors tend to get paid) the list of successful transactions can be around 2,000 – this takes a huge amount of manual updating work every day on excel.

There are a large amount of transaction failures in this donation claim process as the culture in <country> is to take money out of your account as soon as you are paid. Therefore there is only a small amount of time in <country> when the donor has available funds to claim the donation. This is why the <country> office attempts donor claims every working day for one monthly donation, until the donation is successful. Once a donation is successful, the next transaction date is moved on one month from todays date, and it is not until then that the next months donation is attempted again.

2.1.2. Online Fundraising

<country> currently has no specific online fundraising operations. Last year an online campaign was launched which acquired approximately 100 regular donors and 20 single givers. However the web site has now been switched off after the campaign has expired and due to the cost of hosting. There is a new strategy forming around digital for <country> which includes the hiring of a digital fundraiser.

There are also 770 donors on the Global database who live in <country> and have given through our webites (via worldpay).

2.2. Retention

<country's> donor retention programs are: welcome packs, letters, calls and emails, and Telemarketing services which include Donor Care / save initiatives and upgrade calls.

The Face to Face Agency are also responsible for sending the welcome packs and letters (these are sent independently to all regular donors) and also making welcome calls to higher level donors (those donors who have pledged a larger monthly donations, or pay by credit card, or are aged between 40 – 50 years old). Welcome emails to these higher level donors are currently written by xxx.

<agency> are also currently responsible for Telemarketing retention schemes such as Donor Care Calls (inbound) and Upgrade calls. When a F2F acquired donor phones in to <agency> to cancel or upgrade a regular gift, <agency> send the details to xxx, who then subsequently updates the master excel sheet.

<country> also has 770 online donors (145 of these are regular givers) who have given through UNHCR International donation pages and pay via worldpay. When one of these regular donors wishes to cancel or upgrade then xxx asks donor care to log in to Worldpay and perform the changes on his behalf.

3. Reccomendations & Next Steps

In the longer term, it is recommended to move to Salesforce for Banking, but only when a PCI-DSS compliant solution is established. I recommend using a vendor that has experience in implementing a similar solution in <country> with Salesforce and with the same bank for this, rather than using a local vendor as there does not seem to be awareness of PCI-DSS compliancy, or in payment processing from Salesforce with existing organisations.

Contact categories (Agreed model)

Salesforce Managed Package – Embed segmentation model

	Prospect	Active 0 -12 mths		Loyal		Lapsing / Lapsed		Lost
		New (first gift in last 12 mths)	Existing	3+ yrs	5+ yrs	12-24 mths	24-36 mths	36 mths +
All	Lead Middle donor (manual) Major donor (manual)	Donor Middle donor Major donor		Donor		Donor		Donor
Recurring donors		Recurring				Recurring		Recurring
One-off donors		One-off donor Responder[1] One-off donor Repeater[2]				One-off donor		One-off donor

(1) **Responder:** One-off donor have donated 1 and only 1 one-off gift (initial gift)

(2) **Repeater:** One-off Donor having donated at least 2 one-off gifts (initial gift + at least one 2nd one-off gift)

Contact categories – Definitions

Salesforce Managed Package – Embed segmentation model

Contact categories are multi picklist values (or checkboxes) that are either automatically or manually added or removed from an account / contact record depending on the donation history of that record:

Lead – Automatically added or removed. contact exists in Salesforce with a method of contact (email, phone or address) but no money has been received to date.
Middle Donor Prospect - applied / removed manually by user or added automatically when a donor becomes an active middle donor (never automatically removed). This ensures that former middle donors can be identified.
Major Donor Prospect - applied / removed manually by user
Active / New – Automatically added or removed. Donor has given first gift in last 12 months
Active / Existing – Automatically added or removed. Donor is active but has not given first gift in last 12 months
Active Donor - Automatically added or removed. We have received a donation (won opportunity) from this donor (IG or LG) in the last 12 months.
Active Middle Donor - Automatically added or removed. We have received at least 1 donation (won opportunity) from this donor (IG or LG) in the last 12 months and the total of all donations in the last 12 months is between 1,000 an 9,999 USD
Active Major Donor - Automatically added or removed. We have received at least 1 donation (won opportunity) from this donor (IG or LG) in the last 12 months and the total of all donations in the last 12 months is over 10,000 USD
Active Recurring Donor -Automatically added or removed. Contact has at least 1 active Regular Gift record and at least 1 donation received from it in the last 12 months
Active One Off Donor / Responder - Automatically added or removed. Has given only 1 one-off gift in the last 12 months
Active One Off Donor / Repeater - Automatically added or removed. Has given more than 1 one-off gift in the last 12 months
Loyal Donor 3+- Automatically added or removed. Has given a gift every year over the last 3 years.
Loyal Donor 5+- Automatically added or removed. Has given a gift every year over the last 5 years.
Lapsing Donor - Automatically added or removed. Last received any donation between 12 – 24 months ago
Lapsed Donor - Automatically added or removed. Last received any donation (won opportunity) between 24 – 36 months ago
Lost Donor Automatically added or removed. Last received any donation over 36 months ago
Lapsing Recurring Donor – Automatically added or removed. Last received a recurring donation between 12 – 24 months ago
Lapsed Recurring Donor – Automatically added or removed. Last received a recurring donation between 24 – 36 months ago
Lost Recurring Donor – Automatically added or removed. Last received a recurring donation over 36 months ago
Lapsing One Off Donor – Automatically added or removed. Last received a one-off donation between 12 – 24 months ago
Lapsed One Off Donor – Automatically added or removed. Last received a one-off donation between 24 – 36 months ago
Lost One Off Donor – Automatically added or removed. Last received a one-off donation over 36 months ago