

Supercharge

your charity's impact with a CDP

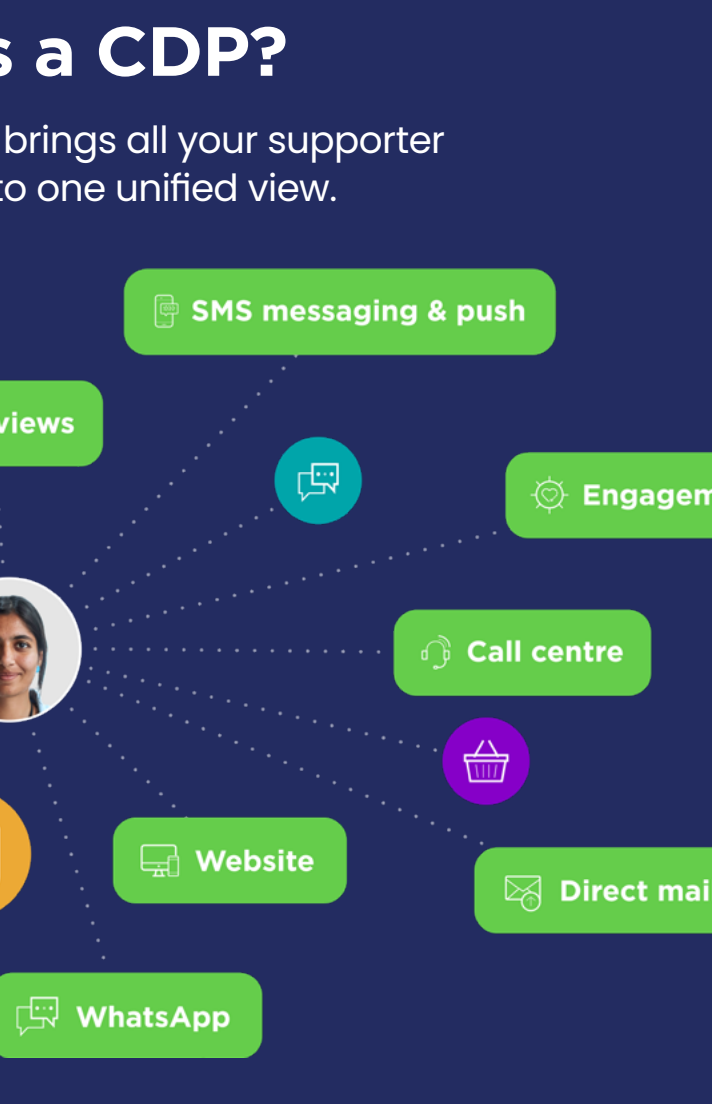


Charities face a seemingly endless battle with resources, which directly restricts their potential impact.

Almost 1 in 5 charities (18%) say they have had to cut the level or number of services they offer as a result of rising costs¹.

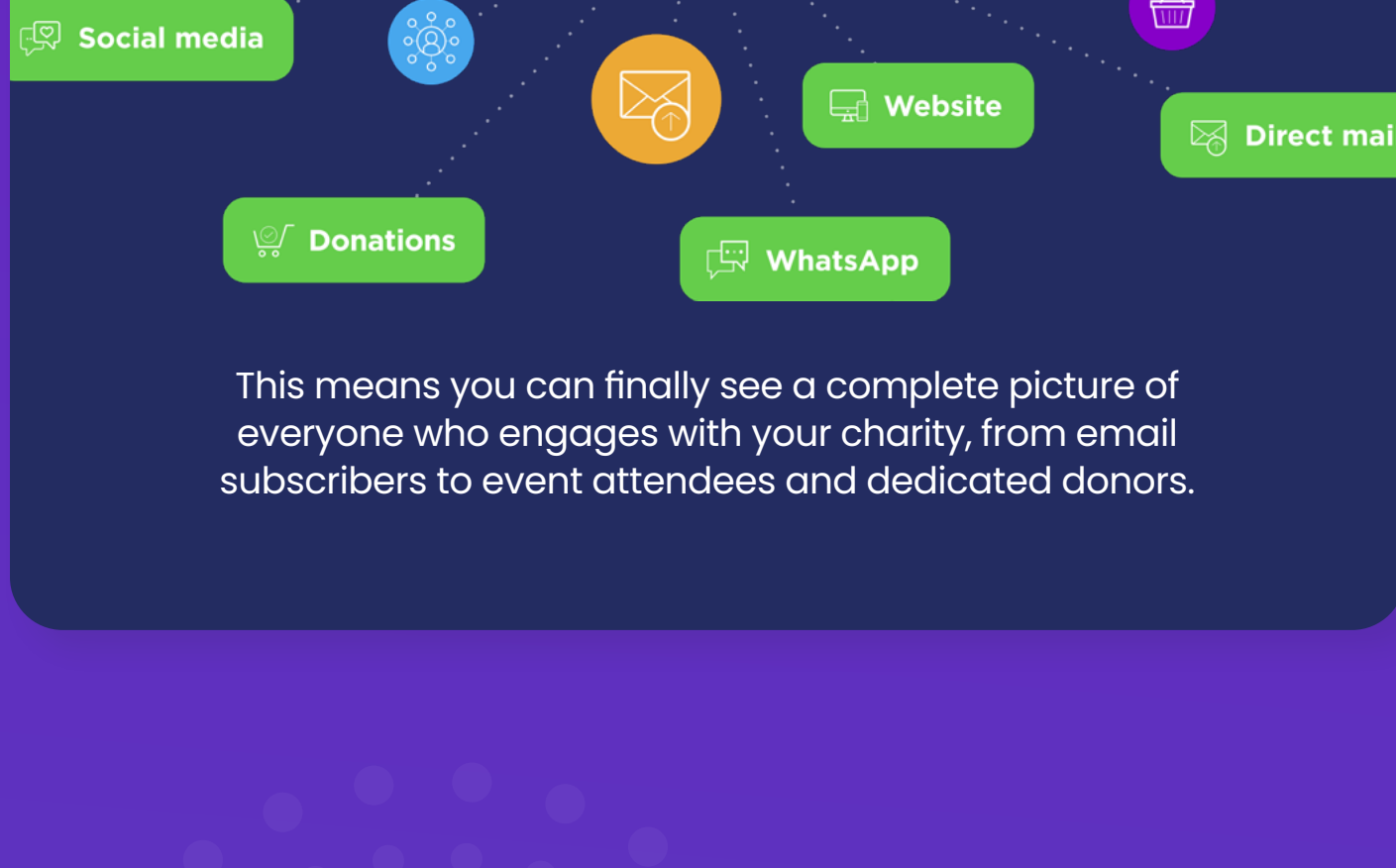
The good news is that technology can help non-profits do more without any additional resources required.

Here's how a customer data platform (CDP) is a charity game-changer.



What is a CDP?

A CDP is a system that brings all your supporter data together into one unified view.



This means you can finally see a complete picture of everyone who engages with your charity, from email subscribers to event attendees and dedicated donors.

How does a CDP help charities?



Know your supporters better

By unifying donor and supporter profiles, you can see all interactions in one place – emails, website visits, donations, and volunteer activity.

This helps you visualise what's important to each supporter, giving you the insights to create powerful campaigns.

EXAMPLE

A single profile shows a donor who attends events, opens emails about wildlife, and donates monthly.



Personalised fundraising campaigns

When you better understand your donors and supporters, you can deliver personalised campaigns that are more likely to drive positive outcomes.

A CDP helps you send targeted appeals based on giving history and interests, increasing the likelihood of donations.

EXAMPLE

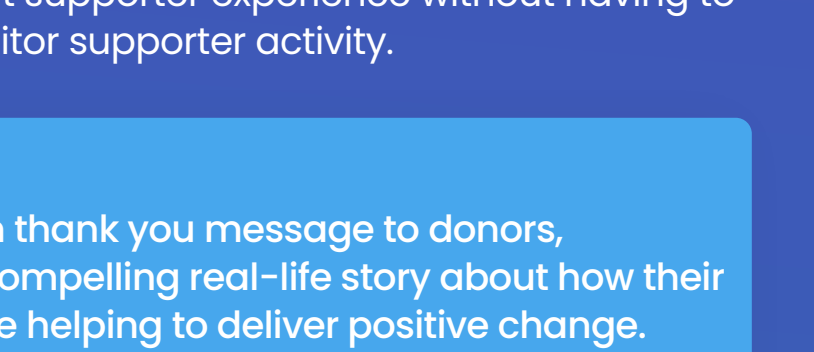
Supporters who previously donated to disaster relief receive specific updates and appeals related to current crises.



Smarter fundraising

Securing donations has never been more important.

The number of people donating to charities fell to **50%** in 2025, down from **58%** in 2019².



With the insights unlocked by your CDP, you can find creative and engaging ways to boost donations. For example, you can identify potential high-value donors and create custom outreach plans.

EXAMPLE

Send invites to supporters based on their location and events they have previously supported or attended.



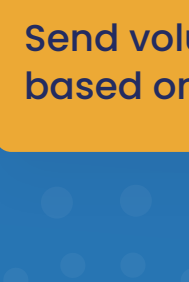
Boost engagement and loyalty

Set triggers to automate recurring donation reminders and "thank you" messages for donations received.

It's an efficient way to maintain engagement and provide a great supporter experience without having to manually monitor supporter activity.

EXAMPLE

Send a warm thank you message to donors, including a compelling real-life story about how their donations are helping to deliver positive change.



Donor retention and re-engagement

Your CDP will help you identify lapsed donors and send tailored campaigns to win them back. By spotting potential churn risk, you can re-engage supporters and keep them engaged with your cause.

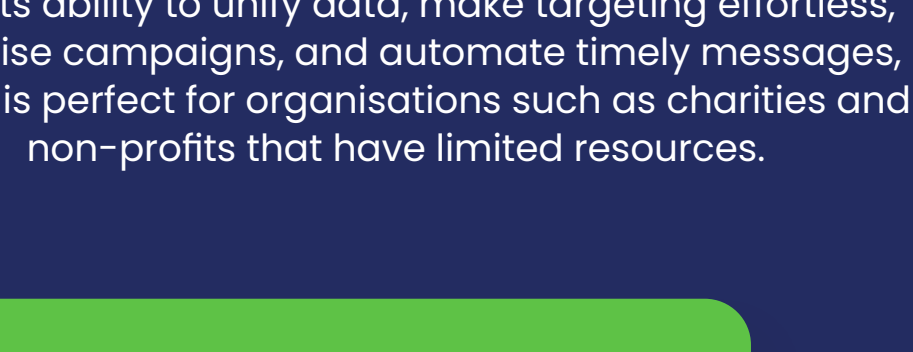
EXAMPLE

Send a personalised "We miss you" message to donors who haven't given in over a year.



Volunteer recruitment

One in 10 people said they volunteered in 2024 – the equivalent of **5.6 million** adults in the UK. This is approximately **1.5 million** fewer than in 2023⁴.

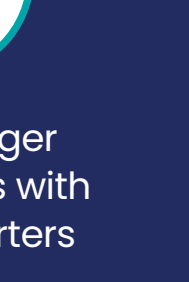


With volunteer numbers declining, your CDP can help you with event management.

You can track volunteer involvement, send relevant updates and opportunities, and improve event attendance with personalised reminders.

EXAMPLE

Send volunteer invites to previous volunteers based on location and past events.



Data-driven decision-making

Understand which fundraising channels perform best and optimise future campaigns based on donor behaviour trends.

This helps improve the results of your campaigns, and ensures no resources are wasted on low-performing activities.

EXAMPLE

Discover that SMS appeals have a higher response rate than email for a specific campaign.

A CDP is the ideal solution for charities with limited resources

With its ability to unify data, make targeting effortless, optimise campaigns, and automate timely messages, a CDP is perfect for organisations such as charities and non-profits that have limited resources.



Hi Chantelle, this is Natural Spaces. We're so grateful for your ongoing support! Would you consider contributing a bit more today to help reach our \$500k goal?

Please reply with how much you can donate today. Thank you!



Great, thank you! Please head here to complete payment.

\$150



A CDP helps your charity to:



Build stronger relationships with your supporters



Run more effective and personalised campaigns



Increase donations and supporter engagement



Make smarter decisions based on real data



Operate more efficiently and compliantly



Download CDPs unlocked: Your secret ingredient for smarter marketing now to learn more about the key features of a CDP, and how they help you drive better campaign outcomes.

[DOWNLOAD NOW](#)

Sources

¹ <https://www.probonoeconomics.com/treatment-for-the-charity-sectors-unhealthy-status-quo>
² <https://www.cafonline.org/insights/research/uk-giving-report>
³ <https://fundraising.co.uk/2025/05/14/inflation-average-20-donator-will-be-worth-less-than-15-by-2024/>
⁴ <https://www.cafonline.org/insights/research/uk-giving-report>