



UNIT 3



Podcast Title: Donor Relations and Privacy

Hi everybody, glad to host you at e-Patterns podcast series, the European Fundraising Platform for small non-profits. It's Tiina from Finland and I am very happy to welcome you to our podcast series. In today's podcast, we are going to speak about data bend and GDPR. Thanks to the GDPR (and Facebook's general scandal), personal data has become the center of attention. You have no doubt that the 2018 general data protection regulation has drastically changed the way charities and any organization handle personal data for that matter. Obviously, it's very important to get this right in your own organization. The data of any individual you process through marketing, campaigns or fundraising must meet legal restrictions. However, your actions must go beyond these legal requirements.

Because they have more control over who and what personal data they share with businesses, consumers are more likely to hold their data accountable for any action seen to abuse their data, whether legal or not. As the DMA points out, the new GDPR rules give charities a chance to highlight how they use consumer data. By being as transparent as possible, you will increase donors' trust in your organization. The opposite is to risk public reaction to the use of data that could be viewed as unethical or abusive, even if they are legally sound. This could seriously damage your reputation among your current and prospective donors and significantly affect your funding flows for years to come. It is definitely not an issue to be taken lightly.

If you don't already have an internal compliance team, don't panic! From minimizing data protection risks to hiring a Data Protection Officer, there are many actions you can take to make sure you're compliant with the GDPR. European Fundraising Platform is a good starting point for tips. It's more than a courtesy to nurture ties with your target audience and develop long-term relationships with your supporters, it's what is expected now. With the fear of eavesdropping on smart devices and increasing publicity on data security, consumers are taking back control when it comes to brand-consumer relationships. From skipping ads to choosing who emails them, deciding who should target and interact with them - and

when - the ball is on the court of too many consumers. For example, when a person chooses to interact with one of the ads, they donate half of the advertisers' money for a charitable cause. This encourages a more positive relationship between customers and branded advertising by encouraging customers to interact and interact with their ads. Mastering this is all about treating your audience with respect. For example, a donation app not only allows users to donate quickly and easily, but also shows them what impact their donations have. Unlike recurrent cold calling days, this donation app can be turned on and off by users whenever and wherever they want, allowing them to fulfil their requirements. If you take this more personal approach to donation, you are more likely to attract new supporters and attract your existing donors, making them feel more valuable and respected. This will also prevent you from using valuable resources to communicate with people who are not interested in your purpose. For more tips, please visit [e-Patterns European Fundraising Platform](#). We will continue to talk about interesting topics and practical tips in our upcoming podcast. Continue to follow [e-Patterns European Fundraising Platform](#).