

YMCA CLIENT STORY



The data8 logo is located in the top right corner, featuring the word "data" in white and "8" in orange, set against a background image of a person reading a book.

CHALLENGES

YMCA, a well-established charity, places great importance on maintaining accurate supporter information to uphold the trust built over many years. About 12 months ago, Mick Brophy was appointed Head of Data and Supporter Services, bringing a strong focus on data quality and viewing every element of a supporter's record as a valuable asset. With this approach, he set out to improve the accuracy and consistency of addresses within their CRM, ensuring records were complete and correct. In addition, the process involved identifying deceased or moved supporters using the appropriate services, all with the aim of strengthening the charity's relationships with its supporters and working in partnership

with a trusted data quality management provider.

SOLUTION

YMCA received a detailed tour of Data8 Online, seeing how the portal could support their goals of maintaining high-quality data and driving supporter engagement. They explored services like address formatting and identifying movers, deceased, or goneaway supporters to improve data accuracy. Mick had questions about PAF-standard formatting for multi-residence properties, which were answered by Technical Director Richard Hartland and Charity Sector Specialist Jo Moss, giving him confidence in Data8 as a trusted data quality partner.

RESULTS

For YMCA, trust is key not only between the charity and its supporters but also the data quality company they work with. The quick and comprehensive response to questions, the user-friendly nature of Data8 Online and the high level of support received from the whole team at Data8 was a winning combination for the charity. As a result of this, YMCA is now introducing more regular data cleaning and will be reviewing previously flagged gone-aways for re-activation.



Mick Brophy
Head of data and Supporter
Services, YMCA

"Richard Hartland in Technical provided us with a very comprehensive answer around PAF formatting for multiple residence properties, and really helped us to understand the system better. We couldn't be happier with the service we have received from both Richard and Jo.."