

Specification and record description sharing data – Fundraising Monitor

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Background

The Fundraising Monitor was initiated to address the need for a common platform and standard for measuring the key parameters for the fundraising industry. The goal was to establish shared definitions, measurements, and visualizations in the industry, enabling both internal and external benchmarking.

Fundraising Monitor was developed in Norway by ProFundo AS, with support from Innovation Norway and through collaboration with Fundraising Norway.

About this document

This document describes the data required from an organization to present key figures and graphs in the Fundraising Monitor. Some descriptions (e.g. payment methods) are according to Norwegian conditions, and will be subject to change when Fundraising Monitor is launched in new countries.

Data sharing

The Fundraising Monitor and the data provided will be stored on ProFundo's server in Norway.

Data should be delivered as files to ProFundo's SFTP server, according to an agreed frequency. This transfer can be done manually or automatically. We will create a username and password and provide a URL for where the files should be transferred.

There is a requirement to provide data for the last 3 full calendar years + the current year, but it is recommended to go back up to 10 years, as the Fundraising Monitor visualizes trends for up to 10 years.

The first transfer should include data for the last full calendar years and the most recent completed month of the current year.

Pseudonymized data

Data transfers should never contain personally identifiable information, such as names, phone numbers, or birthdates.

Frequency

Monthly transfers after month-end are recommended for real-time updates on your progress.

Quarterly transfers are also available.

If data is not provided by the agreed-upon deadline, the external benchmark graphs will be disabled.

The data transfer shall always include the following three files:

XX_YYMMDD_ACCOUNT.txt:

- Master data file containing name number (reference to the organization's database), gender, birth year, and postal code. The ACCOUNT_ID (name number/actor ID) is the key.
- There should not be submitted any data in the AGREEMENTS or TRANSACTIONS files, that were not provided with ACCOUNT_ID in the ACCOUNT file.
- In the ACCOUNT file, ACCOUNT_ID must be unique, and each ACCOUNT_ID can only appear once in the file.

XX_YYMMDD_AGREEMENT.txt:

- Agreement information

XX_YYMMDD_TRANSACTION.txt:

- Payments

XX should be replaced with "the customer code" consisting of 2 characters. The customer code is given to you at sign-up.

DATATYPES

- **INTEGER:** Integer numbers
- **NUMBER:** Numbers with decimals. The numbers in parentheses indicate the length of the field. For example, (12,2) means 12 digits + 2 decimal places.
- **VARCHAR:** Text (number of characters in parentheses)
- **DATE:** Date

Every data transfer must contain the same definition:

- **TRANSACTIONS:** Payments for the last x years
- **AGREEMENT:** Agreements valid during the last x years.
 - May have a start date earlier than x years.
 - May have been terminated within the period.
- **ACCOUNT:** Basic data for the names identified by Account_ID and which is delivered in the Transaction and Agreement files

Fields are separated by semicolons.

The first row may contain column headers, but this is not mandatory.

FILE 1: ACCOUNT

The Account file is the primary data table. It should contain key information about the donors, but no personally identifiable information such as name, phone numbers, or birth date.

Fields that must be delivered are marked with "No" in the NULL column. Other fields can be left blank but will impact the analysis. You will only have access to benchmark data for the areas where you share your information. If data is not provided for certain fields or columns, benchmark data for those areas will not be available.

Field	Datatype	NULL? (can be empty)	Explanation
ACCOUNT_ID	NUMBER (22)	No	NameID – unique ID for each name
GENDER_ID	VARCHAR2 (1)	No	Gender/Company: (1-character code) K = Female M = Male U = Other (Person) B = Company X = Other (not Person)
BIRTHYEAR	NUMBER (4)	Yes	Birth year (YYYY)
ZIP_ID	VARCHAR2 (10)	Yes	Postal code
COUNTRY_ID	VARCHAR2 (2)	No	Country code (NO for Norge)
RESPONSECHANNEL_ID	NUMBER (1)	Yes	Response channel (reason for creation, how this name was added) (numeric code) 1 = F2F/D2D 2 = DM 3 = TM 4 = SMS 5 = WEB 6 = Vipps 7 = Other <i>NB! These data fields will be unique to each country where the Monitor is launched</i>

FILE 2 AGREEMENT

Felt	Datatype	NULL?	Explanation
AGREEMENT_ID	VARCAHR2(30)	No	Serial number / Agreement ID (unique)
REGISTERCODE	VARCHAR2(80)	Yes	2 digit code
ACCOUNT_ID	NUMBER (22)	No	Name ID – unique ID per name
AGREEMENTTYPE_ID	VARCHAR2 (1)	No	M = Member, G = Donor, A = Subscription
YEARLY_AMOUNT	NUMBER (12,2)	Yes	Yearly amount (period as decimal point)
CURRENCY_ID	VARCHAR2 (3)	No	NOK = Norwegian kroner
INSTALMENTS	NUMBER(2)	Yes	Instalments / payment schedule (number of payments per year)
PAYMETHOD_ID	NUMBER (1)	Yes	Payment method (1-digit code) 1 = AvtaleGiro (Automatic bill payment) 2 = SMS 3 = Payment slip 4 = Payment card (credit/debit cards) 5 = Vipps (mobile payment service) 6 = Other (ex cash or giro transfer) <i>NB! These data fields will be unique to each country where the Monitor is launched</i>
RESPONSECHANNEL_ID	NUMBER (1)	Yes	Response channel (reason for creation, how this name was added) (numeric code) 1 = F2F/D2D 2 = DM 3 = TM 4 = SMS 5 = WEB 6 = Vipps 7 = Other <i>NB! These data fields will be unique to each country where the Monitor is launched</i>
STARTDATE	DATE	Yes	Start date for the agreement YYYY/MM/DD
TERMINATIONDATE	DATE	Yes	Termination date agreement YYYY/MM/DD
PRODUCTTYPE	VARCHAR2 (2)	Yes	FG = Regular Donor, ME = Member, AB = Subscription
AGREEMENT_NUMBER	INTEGER	Yes	Agreement number

- **PRODUCTTYPE:** If the organization operates with several different product types (for example for regular donors) these can be provided as separate codes in addition to the three standard ones (FG, ME, AB). It is necessary to inform what the codes are so that they can be entered and interpreted correctly in the import.

FILE 3 TRANSACTIONS

Felt	Datatype	NULL?	Forklaring
TRANSACTION_ID	VARCHAR2 (30)	No	TransactionID / PaymentID (unique ID)
REGISTERCODE	VARCHAR2(2)	Yes	2-digit code (only applicable if multiple databases)
ACCOUNT_ID	NUMBER (22)	No	NameID
PAYDATE	DATE	No	Payment date: YYYY/MM/DD
AMOUNT	NUMBER (22)	No	Amount (period as decimal point)
CURRENCY_ID	VARCHAR2 (3)	No	CurrencyID. NOK for Norwegian kroner
AGREEMENTTYPE_ID	VARCHAR2 (1)	No	M = Member, G = Donorship, A = Subscription, S = Other/no agreement (if not M, G or A, then S).
PAYMETHOD_ID	NUMBER (1)	No	Payment method (1-digit code) 1 = AvtaleGiro (Automatic bill payment) 2 = SMS 3 = Payment slip 4 = Payment card (credit/debit cards) 5 = Vipps (mobile payment service) 6 = Other (ex cash og giro transfer) <i>NB! These data fields will be unique to each country where the Monitor is launched</i>
RESPONSECHANNEL_ID	NUMBER (1)	Yes	Response channel (numeric code) 1 = F2F/D2D 2 = DM 3 = TM 4 = SMS 5 = WEB 6 = Vipps 7 = Other <i>NB! These data fields will be unique to each country where the Monitor is launched</i>
PRODUCTTYPE	VARCHAR2(10)	No	(2 digit code) FG = Regular Donor AB = Subscription ME = Member BL = magazine gifts DM = Direct mail gifts TM = Telemarketing gifts WG = Web-gifts TG = Testamentary gifts MD = Major Donor gifts NL = Business gifts VA = Various Sporadic Donations NV = network gifts <i>NB! These data fields will be unique to each country where the Monitor is launched</i>
AGREEMENT_NUMBER	INTEGER	Yes	Linking to an agreement

Definitions

Response channels

By response channel, we mean the channel that 'converts'—the one where the response actually comes from, even though the recruited individual may have been engaged through a variety of different channels.

NB! These data fields will be unique to each country where the Monitor is launched

F2F / D2D (1)

Recruitment types such as D2D (door-to-door), F2F (face-to-face), recruitment at stands, events, etc

DM (2)

Direct Marketing: Covers all recruitment that is based on mail and paper, inserts, or other communication where a 'response coupon' is to be sent back.

TM (3)

Telemarketing: Recruitment via phone, whether the work is done 'in-house' by employees, volunteers, or by an external agency. Upgrade calls to convert sporadic donors into regular donors, 'cold calls,' and various forms of lead follow-up by phone fall under this category.

SMS (4)

All recruitment where registration/confirmation occurs via SMS

Web (5)

Recruitment with digital online responses, e.g., through social media, own website, digital advertising, DRTV, and media.

Vipps (6)

Payment through apps directly, not as payment provider on a website. In Norway, Vipps is also a response channel when set up with data sharing, allowing for both registration and payment in the same operation.

Other (7)

Other channels for response

Product types

The Fundraising Monitor presents income by income category (see definitions of income categories in a separate section). Multiple product types are included in each income category, and if there is a need for more product types than specified in the standard, it can be customized for each individual organization

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Suggestions/examples for the setup of product types with associated income categories.:

Product code	Description	Income category
FG	Regular Donor	Regular Donations
ME	Member	Membership payments
BL	Magazine gifts	Sporadic Donations
WG	WEB gifts	Sporadic Donations
VA	Various Sporadic Donations	Sporadic Donations
TG	Legacy gifts	Legacy and large gifts
MD	Major Donor	Legacy and large gifts
FO	Association gifts	Association gifts, funds, and grants
LE	Funds and grants	Association gifts, funds, and grants
SA	Sales and events	Sales and events
NL	Business	Business gifts
NV	Network gifts	Network gifts

Payment methods

These are the payment methods used for the Norwegian version of Fundraising Monitor:

- Automatic recurring payment
- SMS
- Payment slip (manual payments with customer identification number)
- Payment card (credit/debit cards)
- Vipps (app/mobile payment service)
- Other: i.e. cash, rattle box, manual payment transfers with no identification

NB! These data fields will be unique to each country where the Monitor is launched

Income categories

NB! These data fields will be subject to change in each country where the Monitor is launched

Regular donations (agreements)

By regular donations, we track regular payments from identified individuals based on an agreement between the donor and the recipient for the regular transfer of gifts. In example through:

- Automatic payments (AvtaleGiro Norge)
- Monthly donations
- Sponsorship
- Payroll giving
- Recurring card donations
- Recurring SMS donations
- Vipps (mobile app) recurring payments

Sporadic donations

By sporadic donations, we mean single payments from anonymous or identified individuals as a result of marketing initiatives, direct solicitation through one or more channels, or payments that occur randomly.

- DM
- SMS
- TM
- Vipps (mobile payment app)
- Other single donations

Network donations

By netw

ork donations, we mean payments that are paid through a network entity and transferred collectively by a payer or from a settlement provider, with or without the actual donors being identified. In example:

- Memorial (funerals etc.)
- Occasions (ex. birthdays, anniversaries)
- Crowdfunding
- Fundraising camapaigns initiated by others

Business donations

By business donations, we mean all gifts and payment transfers from companies and the business sector. In example:

- alternative Christmas gifts for employees
- business agreement gifts
- corporate membership
- matching funds
- payroll giving (without connection to employee)
- sporadic one-time payments from the business sector
- sponsorship ads

Sales and events

By sales and event income, we mean payments for goods and services, including virtual and overpriced goods. It is the amount the buyer pays (not adjusted for any VAT and/or cost of goods) that should be used in the calculation. Sales and event income is recognized at the time of payment. In example:

- subscriptions
- events
- christmas fairs or markets
- calender sales
- lottery sales
- webshop
- symbolic and virtual gifts

Membership

By membership fees, we mean payments from individuals based on an agreement between the member and the organization for regular payments for a membership. Membership fees are recognized as income at the time of payment.

- Membership fees/dues on local, regional or central level
- Household or family membership

Legacy and major donations

Targeted work to trigger legacy gifts may have organizational similarities to targeted efforts for soliciting large gifts from individuals—known as 'major donor fundraising'. Therefore, we do not define large gifts based on a monetary threshold, but rather based on how one

organizes the work to trigger them. Large gifts should be challenging and significant for the donor and result from a personal and strategic relationship, often triggered by conscious and targeted efforts.

- Legacy
- Philanthropy
- major donor
- Other major gifts

Association gifts, funds and grants

Payments from entities and organizations that require follow-up and has the possibility of triggering more gifts over time. This category also includes gift payments from parts of the organization itself and other groupings, associations/voluntary entities, and alliances. By funds and grants, we refer to resources that distribute funds for various purposes upon application. In example:

- Gifts from associations and Unions
- Grants
- Collection at churches/ congregations
- School fundraisings
- Scholarships
- Donations for internatl organizational units
- Allocations from official legacies
- Runathons

Other

Some important income sources have still not been mentioned. We have chosen to group all income that is not very relevant for benchmarking into a separate category.

- Lottery concepts
- Institutional and public grant schemes (national and local)
- National allocation schemes
- Funds from i.e. the Ministry of Foreign Affairs, EU, UN

Contact information

Do you have any questions regarding Fundraising Monitor and transfer of data?

Please reach out to post@fundraisingmonitor.no