



THE CITIZENS FOUNDATION

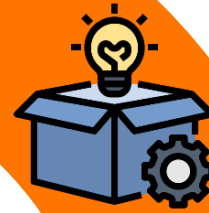
Donor Journey & Services

Overview

Analytics & Systems



Product Development



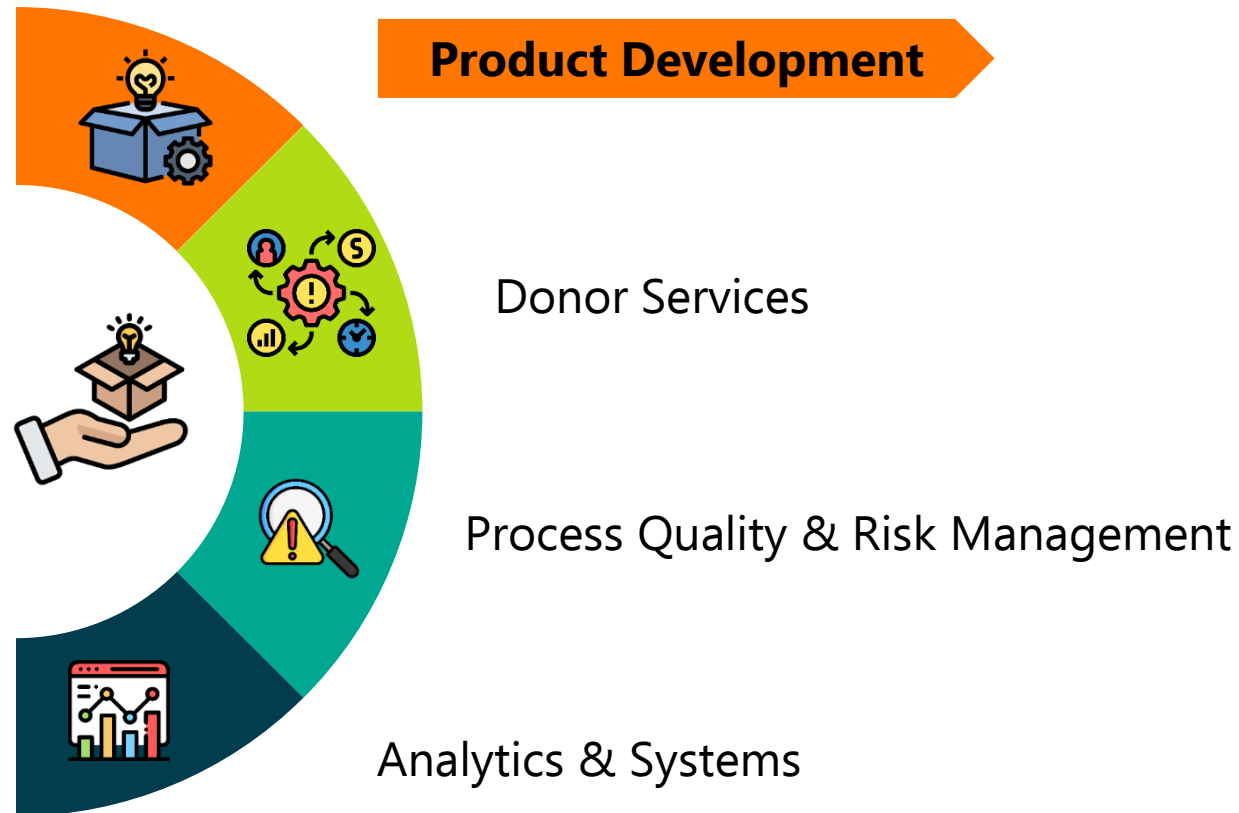
Process Quality & Risk Management



Donor Services



Product Development



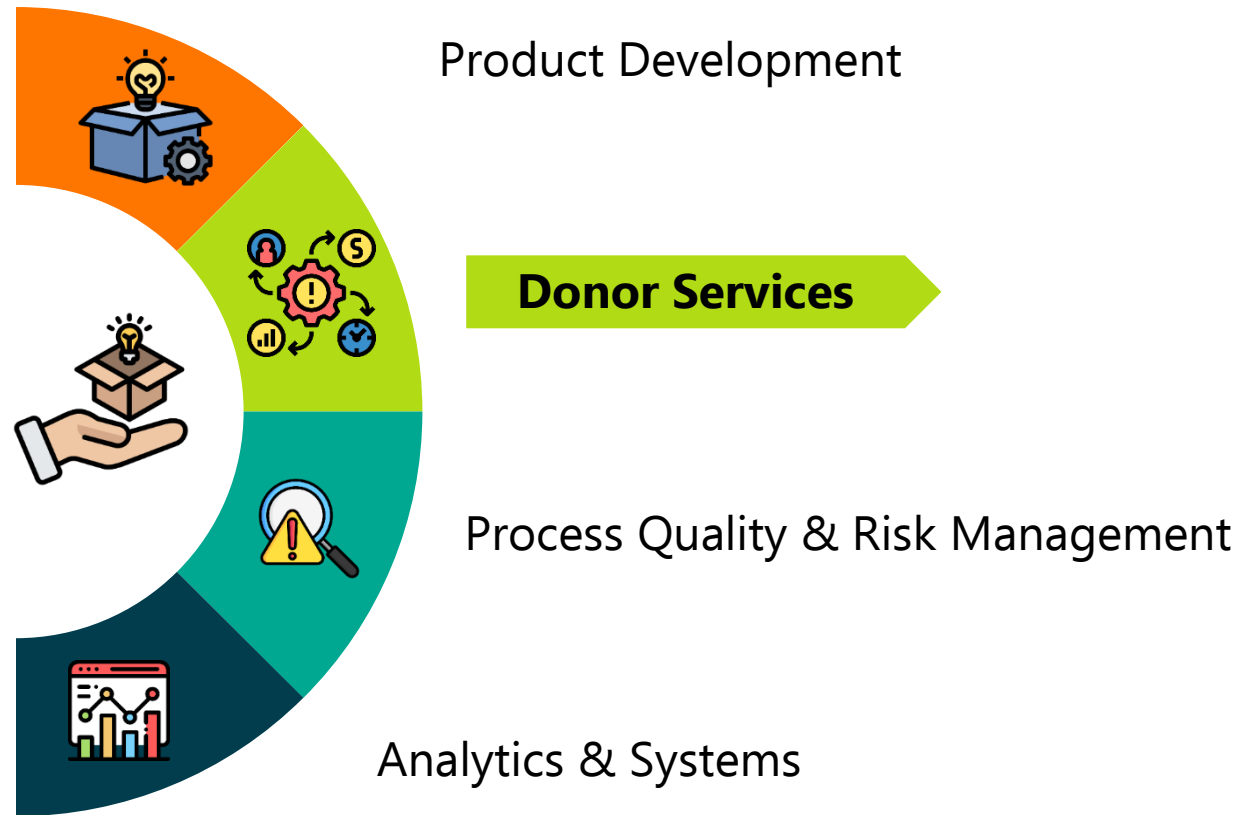
Run the annual Product Rates exercise & align them across all Country Partners.

Ensure that all transactional activities are being managed efficiently and effectively.

Development of new fundraising products to fill the existing gaps in the market.

Introduce new payment channels to further increase ease of donation.

Donor Services



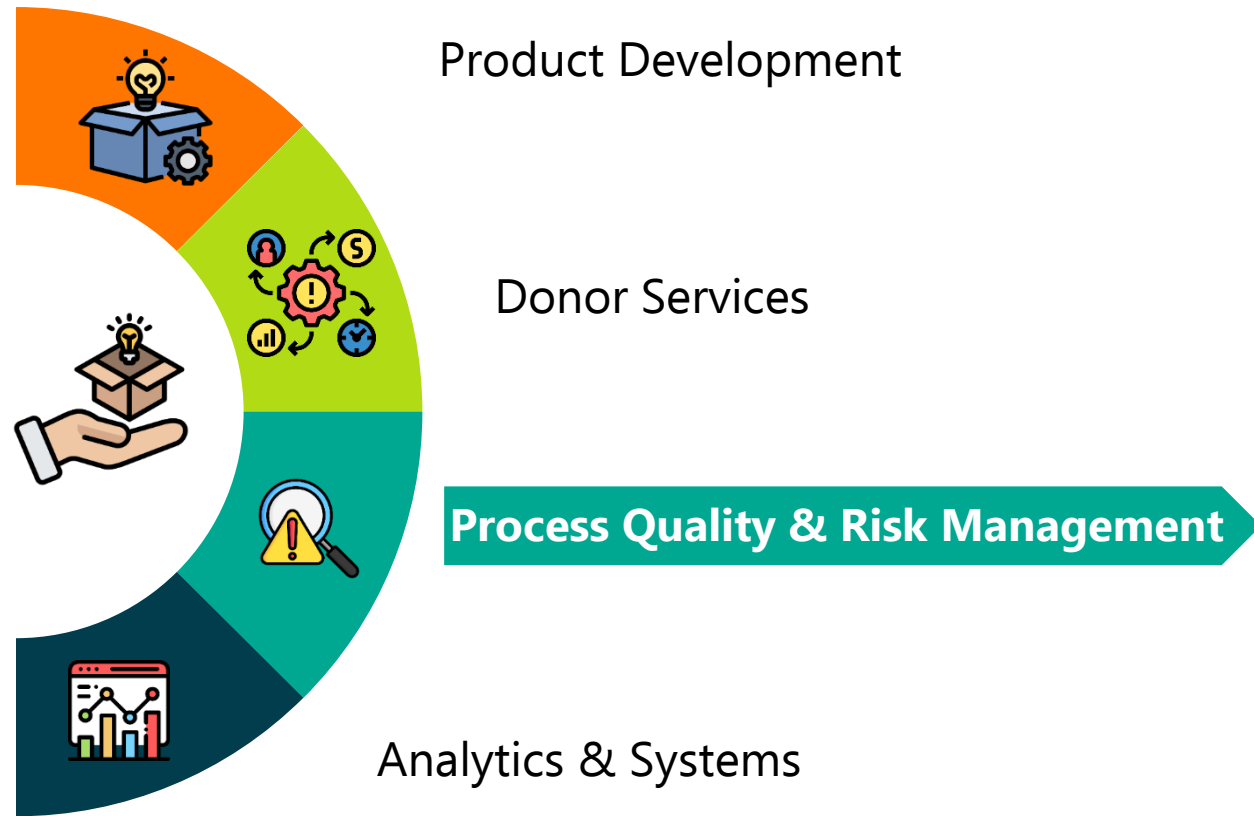
Responsible for carrying out all transactional activities related to donations being received in Pakistan.

Prepares progress reporting and recognizes donors for projects related to School Support, Construction, and other Programme-Specific initiatives.

Conducts Donor School Visits and serves as the main point of contact for inquiries related to various units outside of Development Unit.

Manages donor inquiries and offers backend assistance to all frontline teams.

Process Quality & Risk Management



Product Development

Donor Services

Process Quality & Risk Management

Analytics & Systems

Identify the critical processes that require streamlining & are currently having a detrimental impact on donor satisfaction.

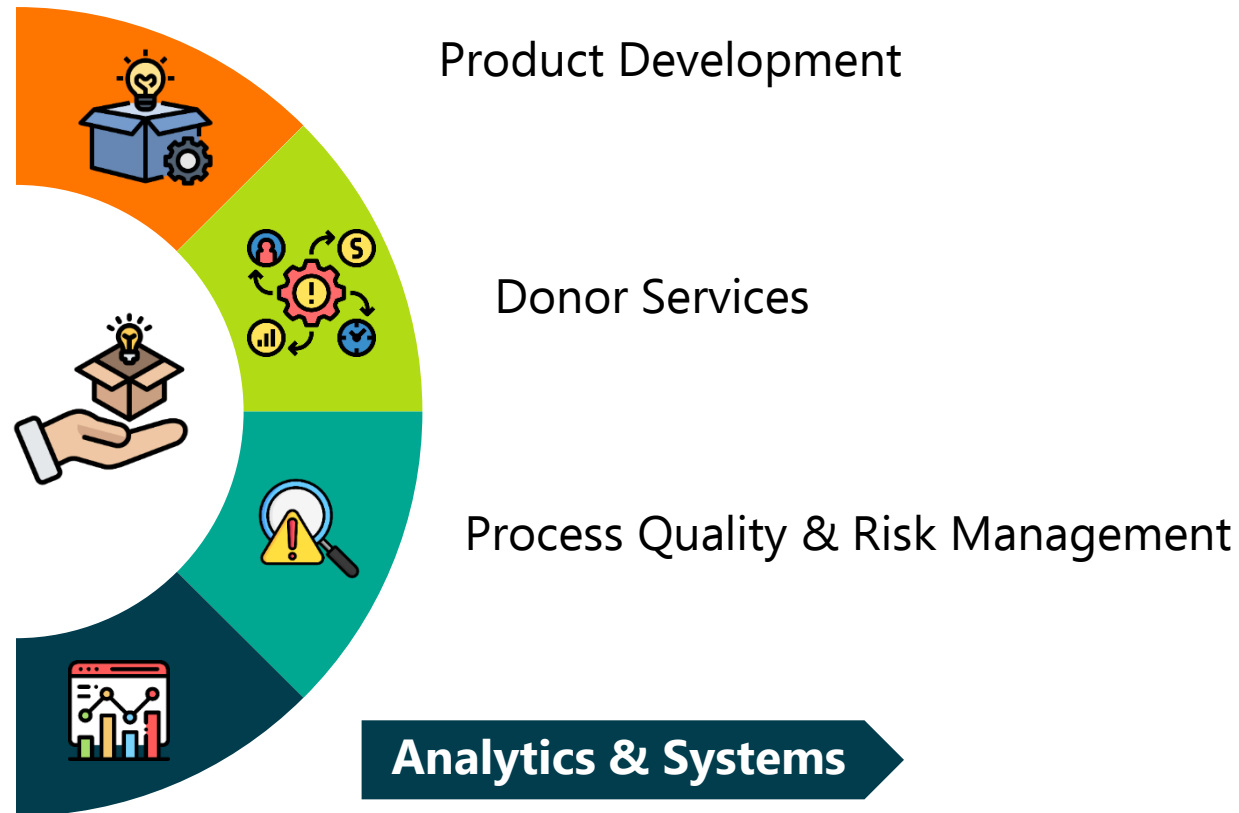
Understand the existing processes under review and document all the issues/problems associated with them.

Redesign & implement the process.

Monitor the process controls regularly and create a risk view in front of the Senior Management.

Represent Development in all risk monitoring activities undertaken by the Finance & Compliance department.

Analytics & Systems



Provide regular and accurate view of TCF's fundraising performance.

Liaison with Finance to fix annual budget & targets for fundraising performance.

Facilitate other Development Units with their analytical needs.

Manage Donor Perfect, a donor management system currently being used by Pakistan & UAE, to support the various fundraising processes.

Achievements & Milestones

The Analytics Unit provided a **combined view of Funds Raised Globally** for the first time to the Senior Management Team

Introduced the Calling Programme in collaboration with Community Outreach Team to engage with our mass donors more extensively

Launched **special projects to fulfill the demands of major donors**

Donor Recognition Process was revamped and the turnaround time of a donor receiving a recognition plaque was brought down from **63 days to 23 days**

Increased ease of donation by **introducing 1-Link and SMS Short Code** as new donation channels

Maintained healthy **Bank & Thank** KPI despite growing volumes through seamless management of seasonal influx of donations.

Thank you!