

## Fast track your pipeline with Darnell Consulting's charity of the year data product

### Background

We developed our COTY data product in 2017 in response to a range of charities telling us they wanted to quickly inject some prospects into their pipeline. Our current version contains full information on over 80 COTY opportunities.

The aim of our research is to avoid most of the obvious big partnerships (Tesco, Morrison etc.) as these are easy to find out about and not suitable for most charities. Instead, we focus on 'less obvious' mid-sized (circa £100k p.a.) opportunities - some are bigger than this and some smaller but that is the research brief we follow. There is a heavy bias towards services business. Of the 80+ companies we currently hold information on, around a quarter are law firms and then there's a range from other sectors including accountancy, insurance, banking, consulting. These companies often choose partners based on the case for support rather than the strength of the brand.

### Data provided

We hold a lot of detail, and our data provides everything you need, so only minimal further research is required. Please note that the data is accurate at the point of research (March), we do not provide further updates during the year. Beyond basic contact information we include:

- detailed application notes (criteria, areas of preference, format for applying etc.)
- month when the first action is required
- target and amount raised in the most recent year
- current and previous charities supported (for the last 3-5 years)
- insight into the actual mechanics (fundraising activities, whether they have charity champions, matching schemes etc.).

For every organisation we have the URL link to a webpage about their charity partnership or, failing that, a link to the page about their CSR strategy.

### Presentation

The data is presented in a password protected Excel workbook. The workbook comprises a contents worksheet and then 12 subsequent worksheets – one for each month of the year. Details about each COTY opportunity are included in one of the monthly tabs based on the date that the first action is required. It is very simple and easy to use. No specialist skills are required.

### Fee

In terms of cost, the fee is £1,750 (+VAT). Future updates are not provided as part of this one-off fee. However, we do offer a generous discount for re-purchases in subsequent years.

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