## **Data sources**

### Website

- Prospects
- Oneoff gifts
- Regular donations

### TMK Call Centres

- Updated data
- Oneoff gifts
- Regular donations
- Prospects

# Email marketing platforms

**CRM** 

- Unsubscribe
- Delivery feedback
- Survey

Public data

Prospects

## Bank providers

- Postal giros
- Bank transfers
- Payment Service Cards
- Payment service SDD

## F2F Agency

- Regular donations
- Prospects



## Tools, providers and system integrations

