



Contact Management, Finance, Sponsorship and Events

Walk the Walk – raising awareness and money for Breast Cancer research

Walk the Walk came into being 10 years ago when 13 women Power-Walked The New York Marathon in their bras to raise money and awareness for breast cancer research. What started out as a once-only fundraising event, has blossomed into a thriving charity. To date, Walk the Walk has raised in excess of £20 million for breast cancer research and cancer care.

the original system

Walk the Walk originally had a series of in-house databases, .csv and .xls files which combined to act as their Contact Management System. Having so many different data sources posed problems in maintaining accurate data, with duplicate entries existing in the system.

Walk the Walk implemented thankQ as a centralised database containing all of the information previously held in numerous locations. The new system allowed Walk the Walk to run the charity more efficiently with all of their information accessible from one system.

the new system

The thankQ System was installed in early 2005, containing the following modules: contacts and relationships, mail, finance, fundraising, events, grants, action manager, system administration and data tools.

The Enrolment Details form for an event attendee

FAST FACTS

case study:	Walk the Walk
location:	Woking, Surrey
users:	40
database:	SQL Server
integration:	AFD Post Code and Post Code Plotter, Microsoft Office
upgrade from:	Bespoke Microsoft Access Database

Walk the Walk had a number of bespoke developments made to their thankQ solution. These developments tailored the system to the organisations exact requirements, matching their existing business processes. These included:

- ◆ Modifications to Events and Volunteering Module
- ◆ Stock Control Module
- ◆ Post Code Radius functionality
- ◆ Corporate Sponsorship functionality

Since they started using the system, Walk the Walk has found that thankQ offers far more functionality to its users than its previous system, providing powerful reporting and searching features.

the benefits

Installing the thankQ solution provides Walk the Walk with:

- ◆ Improved data storage
- ◆ An integrated, tailored system
- ◆ Improved walker, donor and supporter knowledge and management
- ◆ Sophisticated reporting and searching functionality
- ◆ Improved walker, donor and supporter relationship management
- ◆ Time saving through the use of automated processes
- ◆ Accessible information
- ◆ Simple duplicate checking processes

case study: Walk the Walk