

User numbers and volumes for new CRM

A. User numbers

ActionAid UK has approximately 200 members of staff, and only a handful of regular volunteers.

1. Existing users

User type	
Heavy – front end	33
Light – front end	9
Back end	8
Total	50

Heavy users use either Infobase or Raiser’s Edge daily.

Light users use either system weekly.

2. Estimated users of new CRM

We would expect up to 150 of our 200 staff to need some kind of access to our new CRM platform. Of these, 91 would be more regular users.

User type	
Heavy – front end	60
Light – front end	23
Back end	8
Total	91

B . Volumes

We have **1,250,825 records** in total on our existing databases.

Of these:

1,200,025 are individuals

50,800 are Organisations

We have active permission to market to **145,396** records by at least one of mail, email, phone and/or SMS.

Indications for maximum volume of communications in any one go:

Channel	
Mail	120,000
Email	80,000
SMS	8,627