



Do you really know your supporters?

Most charities work hard with the data they hold. But internal records only tell part of the story. They tell you who gave, when and how much. They rarely tell you why, or who else looks just like your best supporters but has never heard of you.

External data should fill that gap. Too often it doesn't. Generic demographic files and modelled wealth indicators weren't built with charities in mind. They describe populations, rather than giving potential. Charities need a more accurate understanding of the people they serve and the people most likely to support them. CAUSE360 was built to provide exactly that.



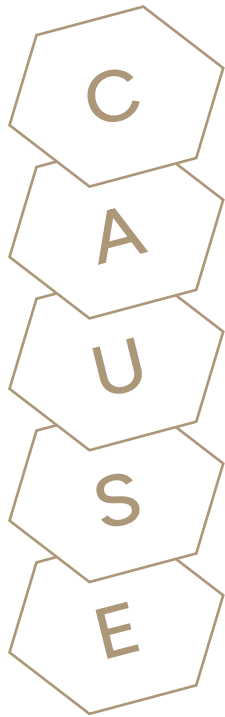
360° view of charitable potential across the UK

CAUSE360* is a postcode-level insight dataset designed specifically for the charity sector. It brings together the variables that matter most to fundraising, acquisition and supporter growth – financial capacity, values, life stage and giving behaviour – into a single, accessible resource covering 1,750,000+ active UK postcodes.

Built on verified, first-party consumer data and shaped by 25+ years of combined expertise in charity insight and strategy, CAUSE360 gives you a richer, more accurate and more actionable view of your audiences.

CAUSE framework

Every variable maps to one of five dimensions:



Context

Local environment – community type, area profile, neighbourhood characteristics.

Affluence

Financial headroom and capacity to give, drawn from verified data.

Understanding

Attitudes, values and what people believe and care about.

Situation

Current life stage and personal circumstances.

Engagement

How people already support charities and what they do.

These variables create a complete picture, not just of who someone is, but also of whether and how they're likely to support a cause, including geographical breakdowns, linked to census and health data.



What CAUSE360 gives your charity



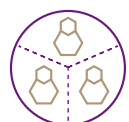
Find more supporters

Identify postcodes and audience profiles with the strongest charitable potential using verified signals.



Understand more deeply

Go beyond age and income. CAUSE360 reflects attitudes, motivations and giving behaviours – the factors driving donor decisions.



Segment with more confidence

Build segments that reflect differences in how people think and behave, not just where they sit in a wealth band.



Profile your existing base

Overlay CAUSE360 variables against your CRM to understand who your best supporters really are, then find more of them.



Plan smarter campaigns

Allocate budget, staff and effort to the areas and audiences where charitable propensity is strongest – from targeted appeals and event placement to face-to-face fundraising – before you invest. Where internal behaviour data is thin, CAUSE360 adds a crucial secondary layer for finding prospects beyond your own database.



Strengthen local relationships

Use region-specific insight to engage communities, demonstrate local understanding to corporate partners, spot service gaps and advocate for change.

Why CAUSE360 is different

Most data products describe audiences.

CAUSE360 describes giving potential.

That difference comes down to three things.



It's built on first-party, verified data – real consumer insight, rather than modelled estimates.



The dataset carries charity-specific knowledge, including cause affinities, donor behaviours and giving signals that generic datasets don't hold.



It's continuously refreshed, with 50,000+ live consumer touchpoints added monthly.

At a glance



40m+

Verified individual records



50k+

Refreshed with 50k+ live
consumer conversations monthly



1.75m

Feeding into a 1.75m active
UK postcode-level dataset

CAUSE360 is delivered as a postcode-level file covering 1.75m+ active UK postcodes. The dataset is built from approx. 40m verified individual records and continuously refreshed through 50k+ live consumer conversations every month, which is aggregated and analysed to produce the postcode-level insight your charity receives.

Delivered by PDV + THINK



PDV is a data-driven direct marketing agency with 25+ years' experience in donor acquisition, helping charities grow through first-party data, audience insight and multi-channel marketing.



THINK helps charities become more insight-led, combining strategy, data, fundraising expertise and audience understanding to support smarter decision-making and sustainable growth.

Together, CAUSE360 brings consultancy, strategy, data and acquisition expertise into one solution. If you want to find more supporters, understand them more deeply and communicate with greater confidence, CAUSE360 is one of the most tailored datasets available to UK charities.

Ready to talk?

To discuss your requirements, arrange a demo or receive a tailored proposal, get in touch.

Tel +44 (0)1923 281 700

Email fundraising@pdv.agency

Web www.pdv.agency/cause360

Book your 15-minute demo session

