



4I's Consulting

Data Audit Checklist for ToucanTech Users

Practical guidance for better data, better engagement, better impact.

Introduction

Strong data is the backbone of every successful engagement strategy and ToucanTech gives schools, charities, and membership organisations a powerful platform to manage it. But even the best CRM needs regular housekeeping. A structured data audit helps you stay compliant, improve segmentation, sharpen your fundraising insights and ensure your community communications land exactly where they should.

This checklist is designed to help ToucanTech users carry out a clear, confident audit that strengthens data quality and supports long-term relationship building.

‘Clean data isn’t a luxury - it’s a strategic asset’ 4I's Consulting

1. Core Data Integrity

- **Verify record completeness** – Check that mandatory fields (name, email, constituent type, GDPR status) are consistently populated.
- **Identify duplicates** - Use ToucanTech’s duplicate report and merge records using the guided merge tool.
- **Check data accuracy** - Spot-check key fields (emails, postal addresses, donor status) against trusted sources.

2. GDPR & Consent Compliance

- **Review consent types** - Ensure each contact has a valid consent status for email, post, phone and SMS.
- **Check consent dates & sources** - Confirm audit trails show how and when consent was obtained.
- **Remove outdated or invalid consent** - Archive or update records where consent has expired or is unclear.
- **Confirm suppression lists** - Ensure unsubscribes, bounces, and opt-outs are correctly flagged.

3. Data Structure & Segmentation

- **Audit constituent groups** - Review groups, tags and filters for clarity, and relevance.
- **Check automated groups** - Confirm rules still match your current segmentation strategy.
- **Review custom fields** - Remove unused fields, standardise naming conventions and ensure dropdown options are consistent.

4. Donation & Fundraising Records

- **Validate gift entries** - Check amounts, dates, campaigns, and payment methods.
- **Reconcile with finance** - Match ToucanTech donation data with your finance records.
- **Check Gift Aid status** - Ensure declarations are stored, valid and linked correctly.
- **Review recurring gifts** - Confirm active, paused and cancelled recurring donations are accurately flagged.

5. Email & Engagement Data

- **Audit mailing lists** - Ensure lists are permission-based and GDPR-compliant.
- **Check bounce management** - Review hard/soft bounces and update records.
- **Analyse engagement trends** - Use open rates, click-throughs and inactivity to refine segmentation.
- **Review automated journeys** - Confirm triggers, timings and content remain relevant.

6. Website, Forms & Integrations

- **Test all forms** - Check fields, consent rules and mapping accuracy.
- **Review form security** - Ensure CAPTCHA, double opt-in and validation rules are active.
- **Check integrations** - Audit connections with payment gateways, email providers and single sign-on (SSO) systems.
- **Validate workflows** - Confirm automated tasks (welcome emails, group assignments) are functioning.

7. Data Retention & Archiving

- **Apply retention policies** - Archive or delete records that exceed your organisation's schedule.
- **Review inactive contacts** - Identify constituents with no engagement for 3–5 years.
- **Check staff access levels** - Ensure permissions match roles and follow least-privilege principles.

8. Reporting & Documentation

- **Run standard audit reports** - Duplicates, incomplete records, consent status, inactive users, donation summaries.
- **Document findings** - Create a short audit summary with risks, fixes and priorities.
- **Create an improvement plan** - Assign owners, deadlines, and quick wins.
- **Schedule quarterly audits** - Embed data hygiene into your ongoing CRM practice.

If you'd like support running a full ToucanTech audit or want help aligning your data structure with your engagement strategy 4I's Consulting can guide you through a tailored review that strengthens your CRM foundations and boosts long-term impact.