



PROGRESSIVE TECHNOLOGY PROJECT

The Data Game

Data Collection

1. Do you always collect the following data for members/base and can you access it easily and quickly?

- First/Last name
- Email if available
- Home address
- Phone number



Data Collection

2. Do you collect multiple phone numbers for each contact and label them according to type, **AND** do you indicate which is the **best** phone number to reach that contact?

- Primary phone number (best number to reach a contact)
- Cell phone number
- Landline phone number
- Work phone number



Data Collection

3. Do you find out the way they prefer to be contacted?
(i.e. email, text, phone,...)



Data Collection

4. Do you collect and can you easily access information about the *issue interests* of your contacts/members?



Data Collection

5. Can you access grassroots contribution information in the same database you use for your organizing activities?



Data Collection

6. Do you have one database where you store and can access *all* the information you collect about your members/base?



Data Collection

7. Are you ***confident*** that 90% or more of the contact information you have is accurate and up to date?



Culture

8. Does everyone on your staff have easy access to the data you collect?



Culture

9. Do you train staff and have clear methods for collecting information that everyone in your organization understands and uses?



Culture

10. Do you have discussions and trainings about your data collection and how to use the database at ***least*** twice a year?



Culture

11. Does everyone in your organization routinely update your data in a ***centralized*** place whenever they find inaccuracies?



Querying

In 10 minutes or less, can you:

12. Make a list of your members/base by zip code and contact them all at once by email?



Querying

In 10 minutes or less, can you:

13. Do what it takes to send a targeted snail mailing that satisfies these two conditions:

- identifies members/base by issue interest, *AND*
- excludes those who don't want to receive print mail



Querying

In 10 minutes or less, can you:

14. Make a list of all your members/base who have attended three or more events in the last six months?



Querying

In 10 minutes or less, can you...?

15. Look at a complete list of all your interactions with a specific individual in the past year?





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