



PowerON

**Wrap-up:
The Importance of Data
&
Best Practices to Developing a Culture of Using Data**



- **Collecting the right kind of data matters**, the right kinds of data may evolve based on strategy and organizational need
- **Data needs to be collected consistently and regularly**



Are you doing the following regularly?

- **Have multiple ways of capturing data?**

- ✓ online via website

- ✓ listserve subscriptions

- ✓ memberships

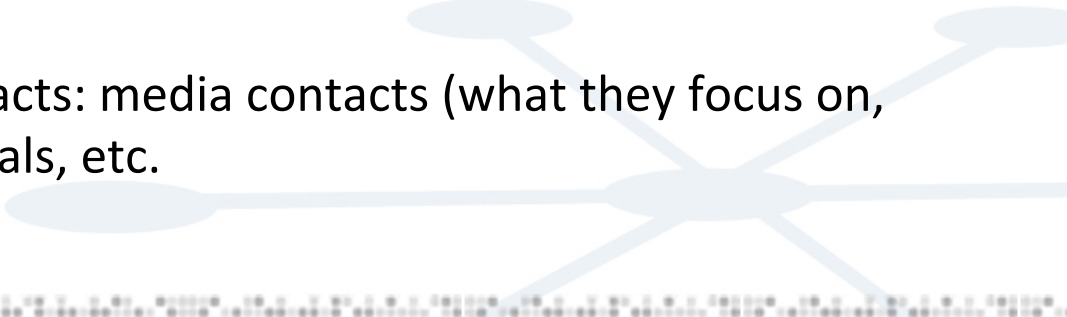
- ✓ donations

- ✓ manually (door-knocking, tabling, phone calls, visits)

- ✓ event attendance, etc.




Capture specific info that is meaningful for your particular work, for example:

- geographic data
 - communication preferences
 - social media info
 - issues, interests
 - political activity outside of organizational activity, e.g. voter info
 - donation history
 - history of activities, events, memberships, other engagement
 - relationship info: what schools attending, orgs part of, parents, children
 - different types of contacts: media contacts (what they focus on, beat, etc.), public officials, etc.
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- **Individuals need to understand, build practice, and have the facility on how to analyze** – how to use data to do your organizing and other organizational work
- **Step back and look at the data periodically**, what does the data tell you that may not be evident in your day-to-day work



To do this, you need to have a working database!

- Having a workable, useable database is key to managing your data
 - Someone needs to have the responsibility to steward the database
 - Data needs to be managed and “cleaned” regularly, the more you use your database, the cleaner the data
 - Need to have a system of uniformity that keeps data clean and accurate
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All staff should have access to the database

You don't need to be techie to use the database, you need to be a good organizer!

- Need to develop the understanding & the common practice of the importance of data collection and data entry
- Need to develop the understanding & the common practice of how to analyze and use the data effectively
- Need to develop the understanding & the common practice of the role of data and using it strategically

The database is organic, not static, need to be able to capture information needed (the what and the how) that is revealed during campaigns, activities, events



This is why having a working, useable database matters!

to be able to house all your meaningful data for better tracking, management and cross-referencing, so you can have a deeper understanding and analysis of the history of engagement of your constituents in ways that can inform your ongoing strategies and organizational work.

What we call a *strategic* database that's *strategically* used – the **ULTIMATE database!**

