



PROGRESSIVE TECHNOLOGY PROJECT

Data Session Punchlines

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3 Key Things:

Key to harnessing power of data is ALL THREE of these things:

1. Data

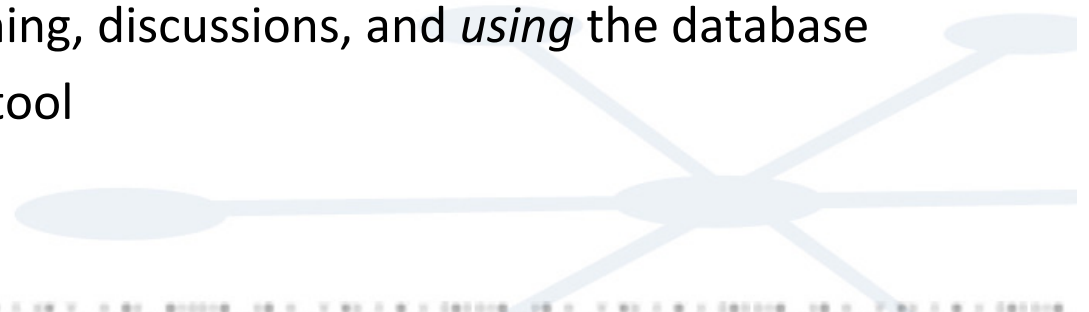
- what's the information you want to collect and track and why

1. Place to Keep Your Data -- the "container"

- lists on paper, spreadsheet program, database

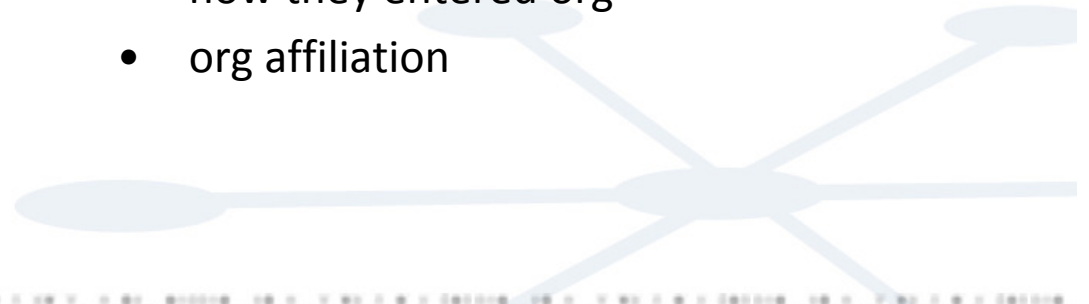
1. Use

- An internal culture of training, discussions, and *using* the database
- More important than the tool
- It's gotta **work** for you!



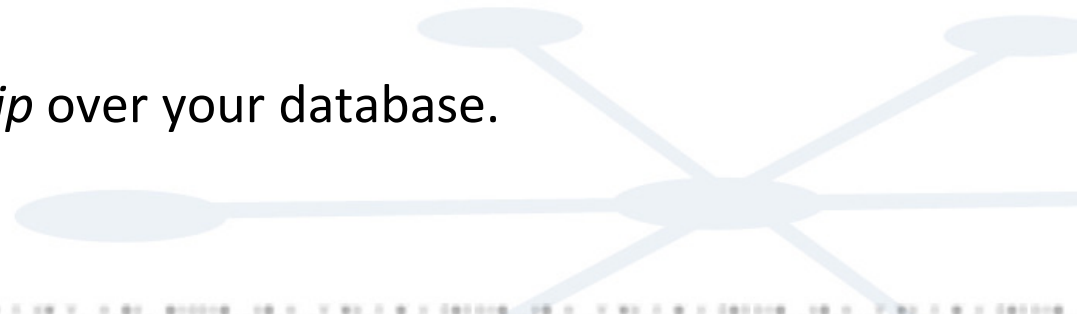
Data You Should *Routinely* Collect (Suggested List)

- first/last name
- email
- home address
- primary phone number
- phone number(s)
 - Landline
 - Work
 - Cell
- preferred contact method
- do you text?
- do you change cell # frequently?
- preferred language
- issue interests
- demographic data
 - i.e. gender, neighborhood, race/ethnicity, country/origin
- Social media usage
 - Twitter (yes/no), Facebook (yes/no)
- way to categorize contacts
 - i.e. donor, member, prospect, volunteer
- history of involvement with your organization
- how they entered org
- org affiliation



Lessons Learned

1. Be thoughtful about information you want to collect. What and why?
2. Need cross-organizational, ongoing discussions about this. This is how your use and understanding (and work!) evolves.
3. Staff needs ongoing training on data *collection*, data *entry*, and data *use*.
4. Staff needs to *use* the database.
5. Someone who has *ownership* over your database.





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