PROGRESSIVE TECHNOLOGY PROJECT

Importance of Data & Good Data Practices

HARNESSING THE POWER OF DATA

a case study

VOCAL NEW YORK

Jaron Benjamin former VOCAL-NY Organizer

CHANGE MEANS
HOPE
AIDS

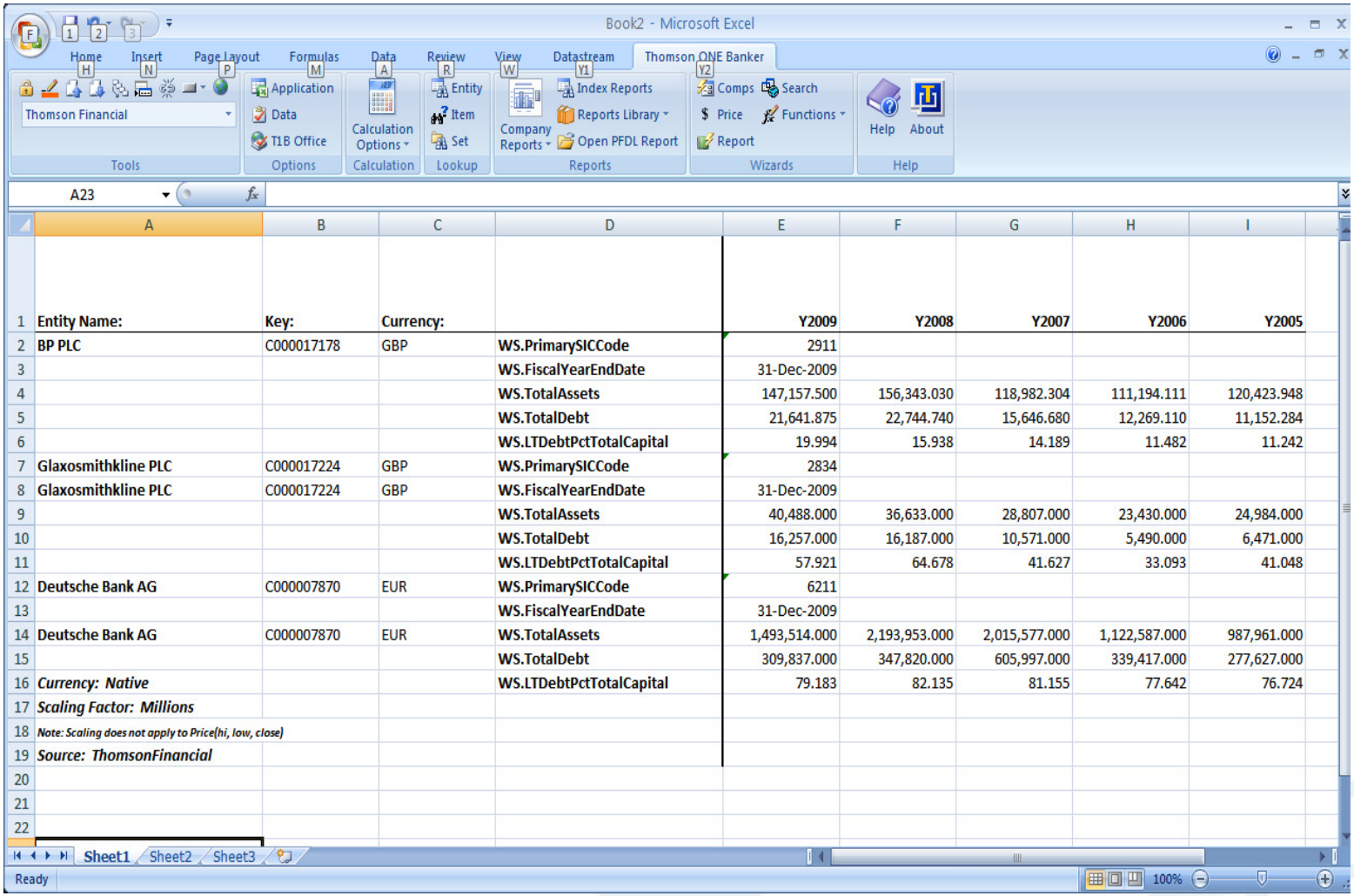
ACTION + HOPE = CHANGE
PRESIDENT OBAMA:
FIGHT AIDS IN THE FIRST 100 DA

HOPE
FOR AN END TO THE AIDS EPIDEMIC

HOPE
NATIONAL AIDS STRATEGY

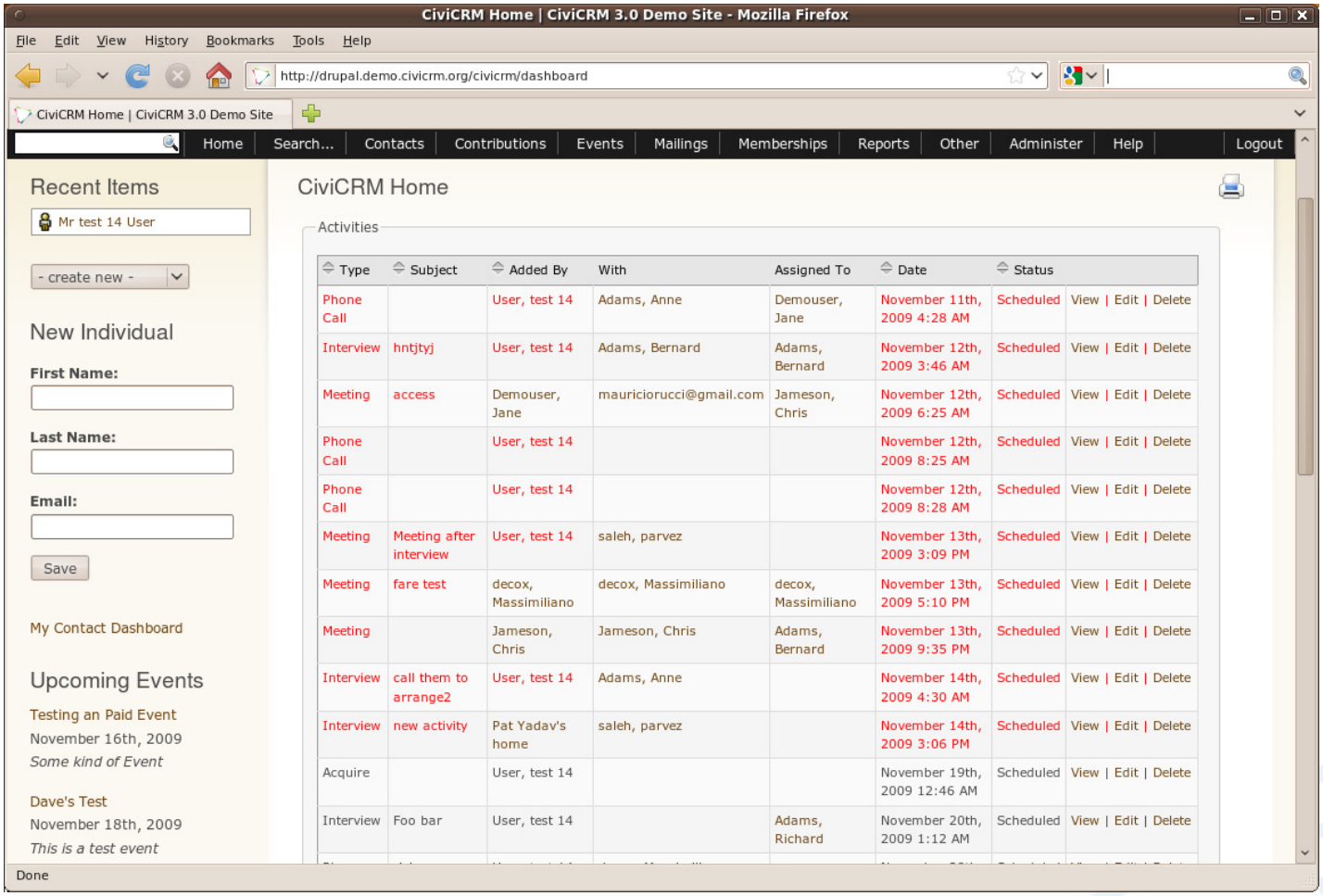
VOCAL
NEW YORK
FIGHT AIDS!
NO MORE DRUG WAR!

EXPLORING
STOP SUICIDE
I AM HIV
END
HIV IS NOT A CRIME
NO MORE
NO DRUG USERS? NO SEX WORKERS?
AIDS



	A	B	C	D	E	F	G	H	I
1	**Entity Name:**	**Key:**	**Currency:**		**Y2009**	**Y2008**	**Y2007**	**Y2006**	**Y2005**
2	**BP PLC**	C000017178	GBP	**WS.PrimarySICCode**	2911				
3				**WS.FiscalYearEndDate**	31-Dec-2009				
4				**WS.TotalAssets**	147,157.500	156,343.030	118,982.304	111,194.111	120,423.948
5				**WS.TotalDebt**	21,641.875	22,744.740	15,646.680	12,269.110	11,152.284
6				**WS.LTDebtPctTotalCapital**	19.994	15.938	14.189	11.482	11.242
7	**Glaxosmithkline PLC**	C000017224	GBP	**WS.PrimarySICCode**	2834				
8	**Glaxosmithkline PLC**	C000017224	GBP	**WS.FiscalYearEndDate**	31-Dec-2009				
9				**WS.TotalAssets**	40,488.000	36,633.000	28,807.000	23,430.000	24,984.000
10				**WS.TotalDebt**	16,257.000	16,187.000	10,571.000	5,490.000	6,471.000
11				**WS.LTDebtPctTotalCapital**	57.921	64.678	41.627	33.093	41.048
12	**Deutsche Bank AG**	C000007870	EUR	**WS.PrimarySICCode**	6211				
13				**WS.FiscalYearEndDate**	31-Dec-2009				
14	**Deutsche Bank AG**	C000007870	EUR	**WS.TotalAssets**	1,493,514.000	2,193,953.000	2,015,577.000	1,122,587.000	987,961.000
15				**WS.TotalDebt**	309,837.000	347,820.000	605,997.000	339,417.000	277,627.000
16	***Currency: Native***			**WS.LTDebtPctTotalCapital**	79.183	82.135	81.155	77.642	76.724
17	***Scaling Factor: Millions***								
18	***Note: Scaling does not apply to Price(hi, low, close)***								
19	***Source: ThomsonFinancial***								
20									
21									
22									

VOCAL's organizational culture became data oriented



3 Key Things:

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

- **Data**
  - what's the information you want to collect and track and why
- **Place to Keep Your Data -- the "container”**
  - lists on paper, spreadsheet program, database
- **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 (donations, events, etc.)
- 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.

An Integrated Approach to Fundraising is Driven By…

Having a clear sense of best data practices!

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