



Three Tips to Start Using Data

For Small Shops Who Lack the Time

1

Determine what you are trying to accomplish with your data. For example are you trying to turn one-time donors into monthly donors? If that is the goal, take some time to examine your database for donors that may have given multiple times per year. If a donor, or a group of donors has donated several times and in smaller amounts that may be an indication that monthly giving may work well for this group. By narrowing down what your organization is trying to achieve, will make the task of analyzing your data much easier.

2

Review the information that you have. Data can be quantitative (numbers and statistics) or qualitative (survey results) so you may have more details about your donors, and those that support your organization, than you think. If you have never collected data, start with the contact information for each donor, amount of their gifts and dates of their donations. This information will allow you to thank your donors for their specific gifts, and start building relationships with them.

3

Create a plan to get the additional information you need. Do you need a method of tracking and storing key information about donors and prospects? Do you need to get others in the organization on board with using data? Take the time to outline a basic strategy to start to collect, understand and protect your data in your day to day operations.



Contact Us

WE'RE HERE TO HELP

Are you looking for help to manage your data? We have an affordable solution specifically for small shops to manage relationships with donors and the community. Book a [demo](#) or [contact us](#) for more information.

We welcome your feedback on other ways of how we can help you. Let us know what templates can help by contacting us at info@storypoint.ca.