

Collecting Data: What To Collect?

A primary step to collecting important data than can be used effectively is identifying what your organization's needs are first. Who do you want to collect information/data about? What information do you need about them? Every organization uses data for its own purposes depending on your organizing goals and objectives. Below are some general data categories:

Individual Donor Data:

- Contact information (address, phone, email, etc.)
- Motivation for giving.
- What they want to support/invest in
- How they want to support your organization?
- Giving history.
- Friends.
- Source of their money.

Member Data:

- Contact information (address, phone, email, etc.)
- Issues they are interested in.
- Issues they are directly affected by.
- Did they vote in the last election?
- What events have they participated in?
- When will they be able to take a leadership role?
- Are they good spokespeople for your organization's issues?
- What are their hobbies?
- What is their ethnic/socio-economic background?
- What are the names of their partners and children?

Elected Official Data:

- Contact information (address, phone, email, etc.)
- What district do they represent?
- What is their voting record regarding your organization's issues?
- By what margin did they win in the last election?
- Are they potential leaders or allies for your issues?
- What are their trigger points (media exposure, vote margin, issue interest)
- Length of term.
- What other elected officials can they influence?

Media Representative Data:

- Contact information (address, phone, email, etc.)
- What beat/issue areas do they cover?
- When are geographic areas they cover?
- What media type they are? (print weekly, radio, TV)
- Audience? (alternative, main stream, ethnic community)
- How do they like to work – press release, follow-up call, interview?