



FOLLOWING THE MONEY THROUGH DATA-DRIVEN FUNDRAISING

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Types of Data to Collect

- Fundraising data
- Program data
 - Community/client demographics
 - Community needs/gaps
 - Program outputs
 - Program outcomes

Basics of Data Collection

- Know the purpose for the data
- Determine best type of data
- Decide best way to evaluate data
- Find baseline data
- Balance data collection with need for service

Fundraising Data

What Data to Collect: Quantitative

- Amount raised
- Giving patterns and trends
- Donor demographics
- # of donors
- # of lapsed donors
- # retained donors/lost donors
- Effectiveness by giving strategy/ROI

What Data to Collect: Qualitative

- Solicitation preferences
- Why donors support your organization
- Why donors lapse
- What they read in your newsletters
- Why they volunteer
- What they like about your organization
- Who follows you on social media

Source of Baseline Data

- Other Meals on Wheels Programs
- Meals on Wheels America
- Association of Fundraising Professionals
- Chronicle of Philanthropy
- Giving USA
- 2016 Individual Donor Benchmark Study
- Fundraising Effectiveness Project
- Fundraising literature

Using Data to Make Decisions

- Do more of what works; less of what doesn't
- Explain why things work or don't work
- Identify trends and gaps
- Predict future successes
- Make future plans
- Justify plans and resource allocations
- Say "NO!"
- Demonstrate/celebrate success

How to Collect it

- Database
- Excel spreadsheets
- Social media/website analytics
- National databases/studies
- Surveys
- Focus groups
- Interviews

Suggested Fundraising Databases

- Excel
- Access
- Salesforce
- Bloomerang
- Raiser's Edge

Program Data

What Data to Collect: Quantitative

- Client demographics
- Community demographics
- Outputs (# served)
- Cost per unit served
- Number of volunteers
- Number of volunteer hours
- Outcomes

What Data to Collect: Qualitative

- Outcomes
- Testimonials
 - Need
 - Success stories
- Client stories

Using Data to Make Decisions

- Identify gaps
- Identify trends
- Predict future needs
- Demonstrate/report need to funders
- Demonstrate/report success to funders
- Do more of what works and less of what doesn't

How to Collect it

- Database
- National and local data (Census Bureau)
- Surveys
- Focus groups
- Interviews
- Collect client stories
- Volunteers as informant
- Partner data

All Data

Assuring Quality Data

- Validity: Measures what you purport
- Reliable: Can reproduce
- Accuracy: Correctly measured
 - Representative
 - Reported correctly

Reporting Data

- Know how exact you need your data to be
- Use round numbers
- Make the data relevant to the audience
- Explain source of data when relevant

Preventing “Analysis Paralysis”

- Know when “good enough” is good enough
- Have a use for every piece of data you collect
- Identify when lack of data prevents action
- Use your gut sometimes

Questions/Comments?

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