

FIVE TYPES OF DATA EVERY CHARITY SHOULD COLLECT

Credit: ThinkNPC.org

1

USER DATA

The demographic makeup of service users. Who is accessing your services? Are you reaching who you need to reach?

2

ENGAGEMENT DATA

How people interact with your services. How often do they attend? Over what period? What do they attend?

3

FEEDBACK DATA

The perceived quality of the services you deliver. What do people think of your services? Your staff? Your volunteers?

4

OUTCOMES DATA

The difference services make to people's lives short/medium term. How do people think you've changed their lives?

5

IMPACT DATA

Whether services have made a long-term difference to the individuals, families or communities they are there to serve.

www.charitysectorsuccess.co.uk