BUILDing for Growth
Workshop

5 Common Mistakes Nonprofits Make with Data & How to Avoid Them

Ali Carella, Ph.D.

Senior Consultant
La Piana Consulting

May 25th

9:00-10:30am Pacific

La Piana CONSULTING

FORDFOUNDATION

BUILDing for Growth

Selected Cohort

AlternateROOTS
ARTS • COMMUNITY • ACTIVISM

ALLIED MEDIA PROJECTS

STATEVOICES

ASHÉ CULTURAL ARTS CENTER

Black in AI

NATIONAL DOMESTIC WORKERS ALLIANCE

Borealis PHILANTHROPY

MOVEMENT ALLIANCE PROJECT

DISABILITY RIGHTS FUND

NBWC
NATIONAL BLACK WORKER CENTER

Justice for Migrant Women

NATIONAL WOMEN'S LAW CENTER

Rockwood Leadership Institute

JOBS WITH JUSTICE

BLACK YOUTH PROJECT 100
BYP100
UNAPOLOGETICALLY BLACK

THE LOHM

CENTRAL FLORIDA JOBS WITH JUSTICE

FIRELIGHT
CHANGING THE STORY

BLACK VOTERS MATTER

THE CENTER FOR POPULAR DEMOCRACY

REPAIRERS OF THE BREACH

NELP NATIONAL EMPLOYMENT LAW PROJECT

RUTGERS
School of Management and Labor Relations
Center for Innovation in Worker Organization

STUDIO MUSEUM HARLEM

ROOSEVELT INSTITUTE
REIMAGINE THE RULES

THE FOUR FREEDOMS FUND
A fund of NEO Philanthropy

OCF

Transgender Law Center

First Peoples Fund

Getting the Most from Today's Workshop

Introduce Yourself

Post your organization, name and location in the chat

Ask Questions

Use the "Raise Hand" function or post questions in chat

Share Your Experience

Offer your own perspective & experience to your peers

We will cover a lot at a high level, but we will do our best to address specific questions.

Overall Identified Challenges

STAFF	SYSTEMS
▪ Naming and prioritizing needs ▪ Communication ▪ Organizational Culture ▪ **Skills & Development** ▪ **Executive Leadership & Decision-Making** ▪ Leadership Transitions	▪ Human Resources ▪ Organizational Structure & Mid-Level Management ▪ Facilities & COVID response ▪ Operations & Systems ▪ **Information Technology** ▪ Fund Development, Management & Long-Term Financial Stability

Workshop Learning Goals

By the end of this workshop, you will have gained tips on:

- How to better measure your outcomes
- How to collect data using an equity framework
- How to use data to make decisions
- How to protect your data
- How to use data in a collaboration

5 Common Mistakes Nonprofits Make with Data:

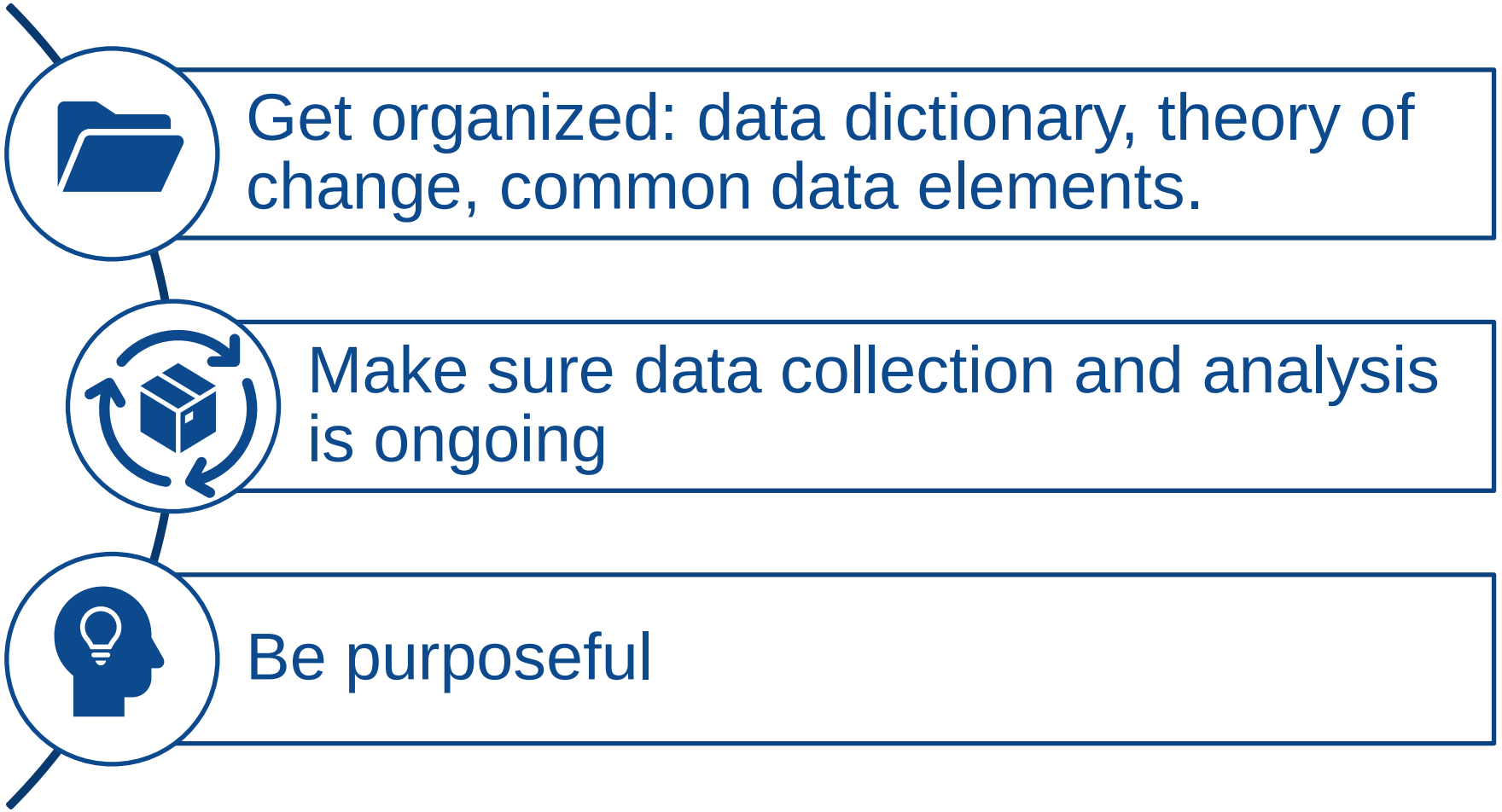
Opening Poll

Mistake #1 Outcomes & Impact Reporting is Inaccurate

Signs your organization might be making this mistake:

- ✓ End of year reporting is always a scramble.
- ✓ You can only offer ranges of numbers served.
- ✓ Your outcomes data isn't showing the change you hoped for.
- ✓ You don't know if your outcomes are good or bad, you have nothing to compare them to.
- ✓ The way you write reports changes frequently.
- ✓ You do not have a dedicated staff member whose primary role includes evaluation and analysis.
- ✓ You do not have a Theory of Change.
- ✓ You do not have a data dictionary.
- ✓ You do not use a data management system (donor database, case management system, customer relationship management, etc.), or you DO use a data management system but feel as though data is entered incorrectly.
- ✓ You do not have common data elements that are collected for each program/department/unit.

How to Increase Reliability of Outcomes & Impact Reporting



Resources on Increasing Reliability of Outcomes & Impact Reporting and Evaluation

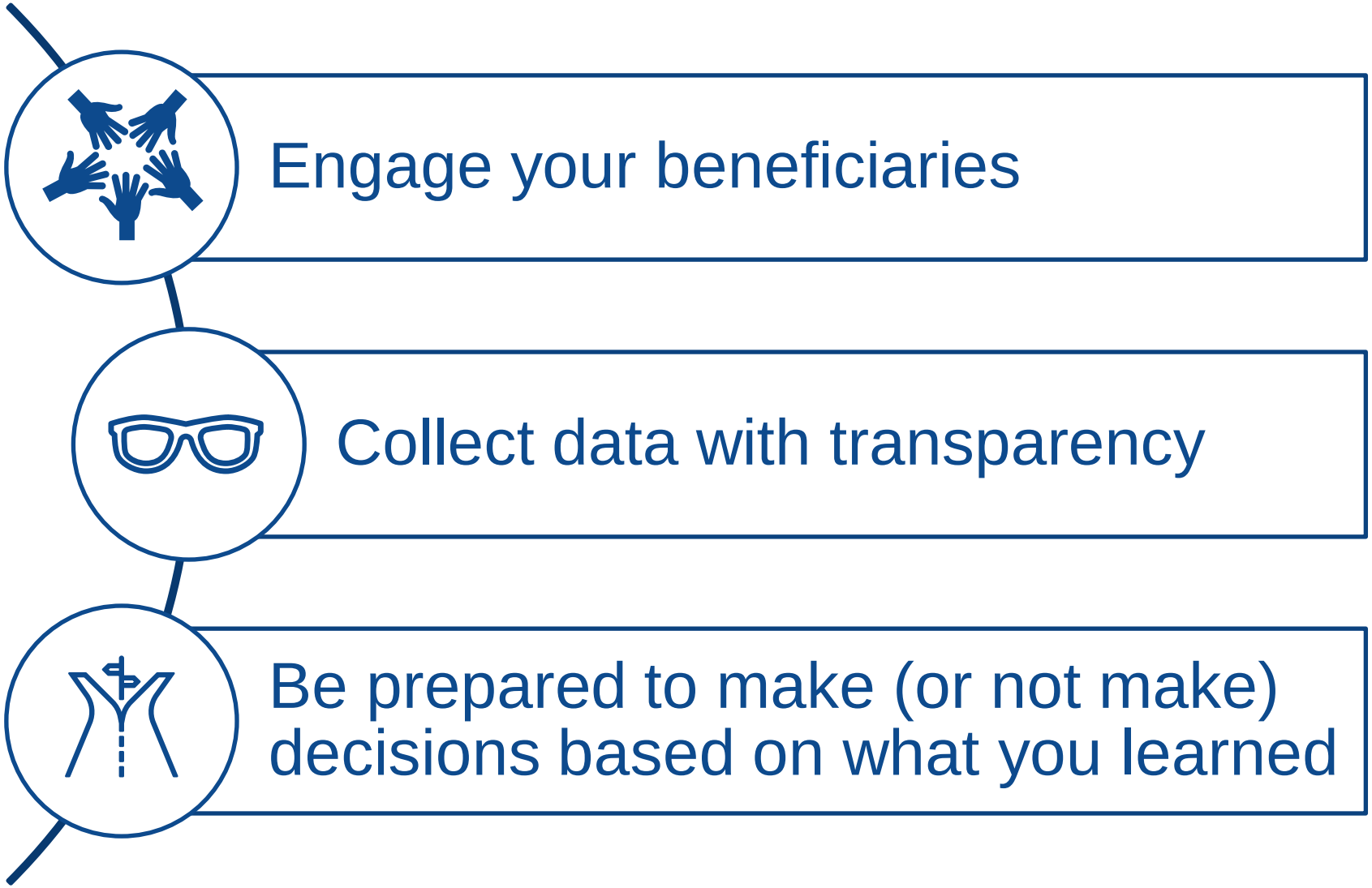
- What is a Theory of Change?
- 12 outcomes to include in your nonprofit annual report
- Evaluation & Measurement of Outcomes
- Balanced Scorecard Examples
- Measurement & Evaluation Learning
- Nonprofit Program Evaluation Methods
- What is Nonprofit Program Evaluation?
- Performance Measurement
- NonProfit Evaluation Toolkit
- Performance Measurement Definitions
- Evaluation for Beginners
- Quality Assurance & Quality Control
- Key Performance Indicators
- What is Data Governance?
- How to Write a Data Dictionary

Mistake #2 Data Is Not Collected in an Equitable Manner

Signs your organization may be making this mistake:

- ✓ Your commitment to DEI does not include recommendations for data collection, analysis, or sharing
- ✓ You do not disaggregate your findings by variables such as race, ethnicity, or gender
- ✓ You collect a lot of data but fail to re-engage people from whom information was extracted
- ✓ You collect information you are knowingly unable to act on
- ✓ You analyze data without context
- ✓ You have not engaged beneficiaries in conversations about needs and how they characterize success
- ✓ You provide recommendations without a deep understanding of potential roadblocks or historical attempts of solving the same problem

Best Practices – Equitable Data Collection



Resources on Equitable Data Collection

- Best Practices in Demographic Data Collection
- Why Am I Always Being Researched?
- National Equity Atlas
- Learning Resources LGBTQIA & People of Color
- How Not to Use Data Like A Racist (Video)

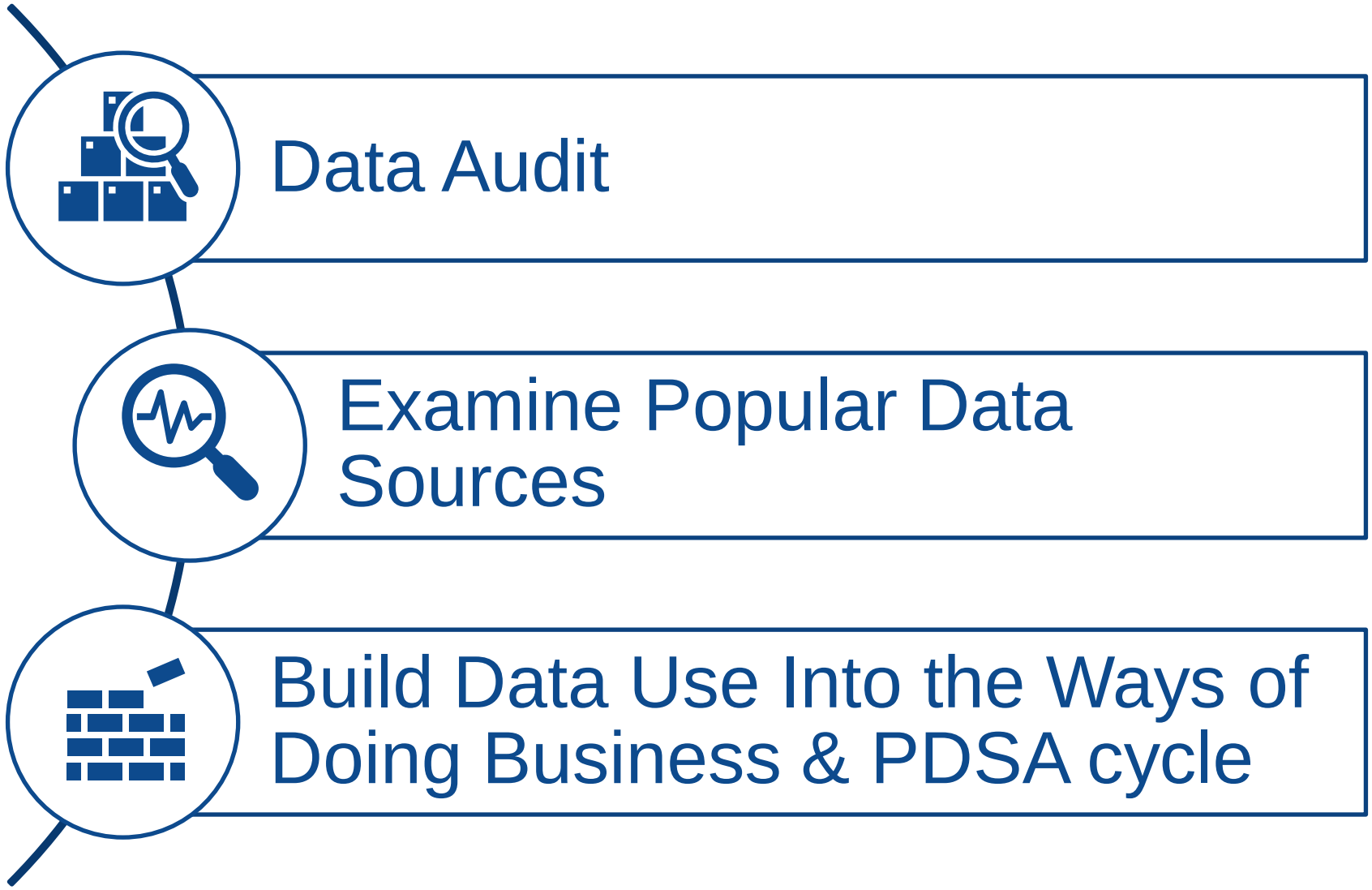
Mid-Workshop Poll

Mistake #3 You are Sitting on a Mountain of Data You Don't Use

Signs your organization may be making this mistake:

- ✓ You haven't audited your data to see what you're using and what you are not using
- ✓ Your historical data is stored for compliance but never used for decision making
- ✓ You do not you use data in meetings, you only use it for reports
- ✓ You add new data elements to collect without removing old
- ✓ You have been collecting the same data for many years without stopping to ask what you intend to do with the data or why you need to collect it
- ✓ The amount of information you ask beneficiaries to fill out/share is overwhelming or takes a good amount of time
- ✓ You rely on external data or reports from other organizations to help you stay up to date with what's going on in the field

How to Make Sure You're Collecting the Right Data and Make Data-Informed Decisions



Resources on Data Informed Decision-Making

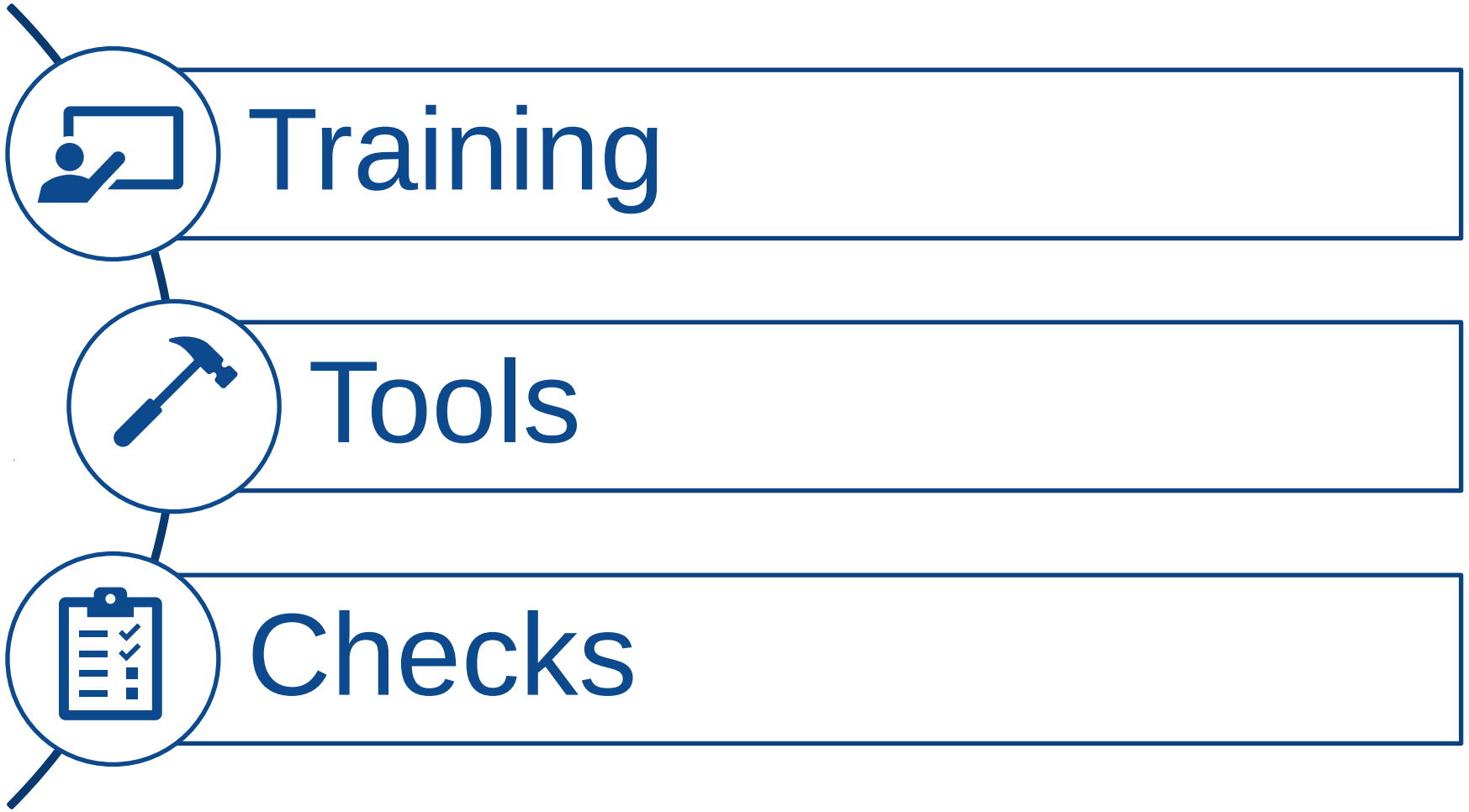
- PDSA Cycle
- https://www.ahrq.gov/health-literacy/improve/precautions/tool2b.html
- Data Driven Decision Making for Nonprofits
- Become a Data Driven Nonprofit
- Data Driven Decision Making in Nonprofits (Study)
- 13 Ways Data is Changing How Nonprofit Leaders Conduct Business
- How Nonprofits Can Use Data to Inform Decisions
- Data Workbook

Mistake #4 You Are at Risk for Sharing Confidential Information

Signs your organization may be making this mistake:

- ✓ No data consent forms
- ✓ Use of personal computers or cell phones
- ✓ Remote staff
- ✓ No VPN
- ✓ Lack of laptops for remote staff
- ✓ No mandatory IT security training
- ✓ Failure of proper and ongoing training
- ✓ No staff person dedicated to data security

Protect Your Data



Resources on Protecting Your Data

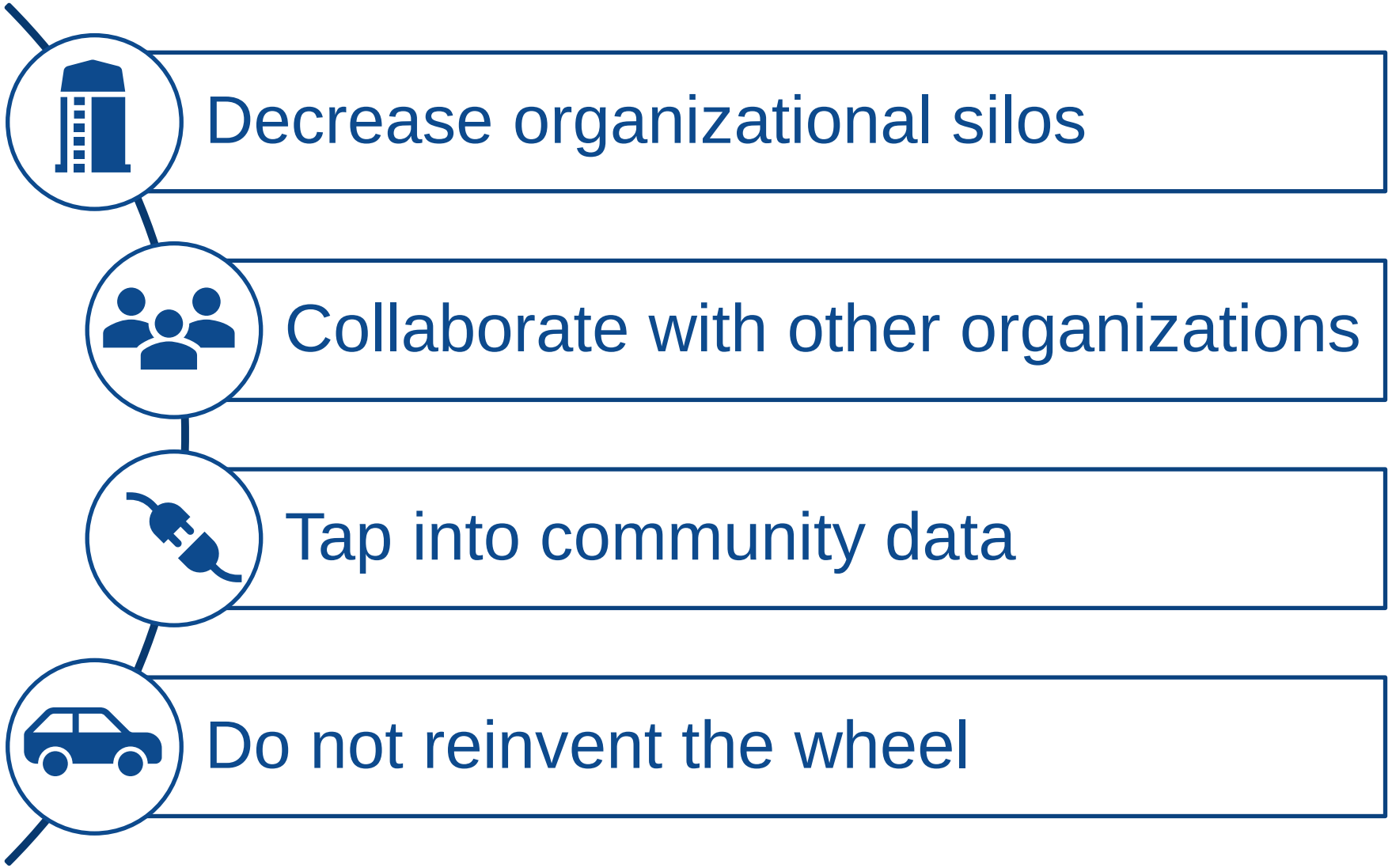
- BUILDing for Growth Workshop on IT Systems & Cybersecurity
- Cybersecurity for Nonprofits
- Cybersecurity for Nonprofits 2020
- Nonprofit Cybersecurity Risk
- Additional Cybersecurity for Nonprofits
- 9 Cybersecurity Tips for Small Nonprofit Organizations

Mistake #5 You Live on a Data Island

Signs your organization may be making this mistake:

- ✓ You do not have formal referral partnerships
- ✓ You do not share data
- ✓ You have no data sharing agreements
- ✓ You are not part of a data sharing network or community
- ✓ You work in silos
- ✓ When you want to understand something new, you start collecting information on it-you don’t know where to look to help you learn more
- ✓ You are unfamiliar with like-minded organizations in your region

How to be Stronger Together



Resources on Collaborative Data

- Thrive Chicago (Data Partnership Example)
- La Piana Merger & Alliance Toolkit

Exit Poll

Thank you!

Ali Carella
carella@lapiana.org

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