

YOUR DATA PLATFORM

TIER 4 **ANALYTICS AND ADVANCED TOOLS.**

If the elements below are in place, are you harnessing your data to understand your donors? And predict future trends and support? Approaches and tools at this level are tailored based on the question to be answered, and output quality depends on data quality.

TIER 3 **METRICS AND REPORTING.**

Do you have solid reporting about your key metrics? Can you monitor donor retention, acquisition, renewal, etc. by channel and program? Do you know who your best and most engaged multi-channel supporters are?

TIER 2 **INTEGRATION AND DATA STRUCTURE.**

Is data from various sources (P2P platforms, communications, events, etc.) integrating with your primary database – in a timely way? Does your data structure support basic and advanced reporting?

TIER 1 **DATA CAPTURE AND CODING.**

What data do you need? Are you capturing it effectively? Efficiently? Does coding support directional analysis?"