

Worksheet

Reframing data questions



ourcommunity.com.au
Where not-for-profits go for help

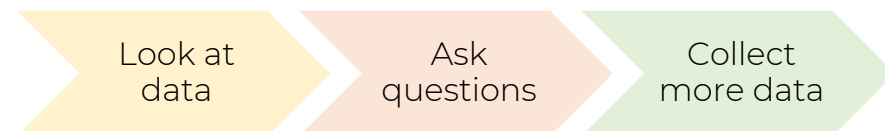
What are the most pressing questions you think your organisation needs to address?

They may be questions about your fundraising, gaps in your services or how to gather more accurate information about the people you serve.

By homing in on specific questions, you will be able to more easily manage your data project's scope and communicate its value to your stakeholders.

Of course, there is a dilemma: while it's usually best to first ask questions and then collect data, it makes sense — especially when you're starting out! — to look at the data that you already have to evaluate which questions are realistic in the short term.

You might find that the approach for your first data project looks something like this:



Once you have some questions in mind, we recommend that you:

- 1) Reframe your questions to be *sharp*; that is, questions answerable by data, as explained in Tutorial 2 (with examples on the next page);
- 2) Think about the *actions* you might take based on the answers to your sharpened questions. This can help ensure that your data project's results are *useful* not just *interesting*.

Worksheet

Reframing data questions



ourcommunity.com.au
Where not-for-profits go for help

Example question	Sharpened questions	Actions
How do we raise more money?	Which campaign emails received the most clicks? <i>(Is this A or B?)</i>	Adopt design standards based on the more successful email template.
	What was our biggest donation and who donated? <i>(Is this weird?)</i>	Reach out to the donor to understand what motivated them and if they would be interested in supporting the organisation in other ways.
	How many new and existing donors did we attract in our last campaign? <i>(How much or how many?)</i>	If the campaign was effective in attracting new donors, consider running the same campaign more regularly. If the campaign was effective in attracting existing donors, consider how to encourage regular giving in this donor group.
	Can we group our donors in meaningful ways? <i>(How is this organised?)</i>	Create targeted campaign messages to suit the donor segments.
	When is the optimal time of day to send out a campaign message? <i>(What should we do next?)</i>	Send campaign emails at optimal times.

Worksheet

Reframing data questions



ourcommunity.com.au
Where not-for-profits go for help

Questions	Sharpened questions	Actions