



December 8, 2011

Why organizations should collect data?

What does your audience look like? Imagine them in your head?

- Do you know their names?
- Where do they come from?
- Have they visited your organization before?

Practical reasons for collecting patron data

- Grant reporting
- Serving Mission
- Cultivation – your organization spends less time & money on retaining patrons vs. getting new patrons in the door.

Even if you do not have a budget for mailing patrons, you still need to collect address info

- Addresses are connected to census information
- Local arts agencies/service organizations need that info to better serve you
- You can measure your mission

For example: if your mission is to reach underserved populations, can you accurately gauge your reach without directly asking your patrons?

My organization is new. Where do we start?

- Website
- Email sign up (Mailchimp, Constant Contact, etc)
- In Person Point of Purchase*
*This one gets tricky for organizations with long lines at the door for an event. Have a volunteer collect surveys. Perhaps offer a reward for completed surveys: concession, bumper sticker, key chains, etc.
- Surveys
- Google Analytics

How do I collect data?

- You may already be collecting data when patrons make purchases.
- Ask: how can data collection be further integrated into operations? Automation is key.
- Also, how can data be used in service to mission?

What ticketing systems exist for collecting data?

- Many are available in the market.
- Go to <http://goo.gl/EGLvB> to hear a podcast of a panel discussion on ticketing systems.
- Also, go to <http://www.technologyinthearts.org> -> Resources -> Ticketing Software.

What about web-based forms?

- Google Docs Forms: <http://docs.google.com>
- SurveyMonkey: <http://www.surveymonkey.com>
- Wufoo: <http://www.wufoo.com>
- Gravity Forms for WordPress: <http://www.gravityforms.com>

Where can I learn more about Google Analytics?

- To sign up for Analytics, go to <http://google.com/analytics>
- Google also maintains a very useful video series at <http://www.youtube.com/googleanalytics>
- For a good overview of the features in Analytics, go to <http://www.google.com/analytics/tour.html>

What was that other tool you showed off?

- Website Grader: <http://websitegrader.com>