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Nonprofit Data Quality: Maintaining Good Data in a Nfp Environment (Paperback)

By Edward Kachinske, Timothy Kachinske

Createspace, United States, 2011. Paperback. Book Condition: New. 210 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.You ve invested a lot of resources in your constituent relationship management (CRM) database. Staff have contributed input, you ve selected an implementation vendor and software for your database. Funds have been budgeted. Existing data sources have been analyzed. Now comes the hard part. It s easy to sometimes forget the core reason for creating a CRM system: your nonprofit organization needs a mechanism for keeping track of constituent data. This data is vital because it will contain information about past or prospective donors, volunteers or other constituents. Your nonprofit will depend on this data to carry out its mission and raise sufficient funds. The database is only as good as the data housed within. A CRM system containing bad data, incomplete records, old stuff, or inaccuracies can actually be more of a liability than not having a CRM system at all. If your CRM system contains 15,000 records, but half of the records contain incorrect address information, the quality of the data could cost thousands of dollars when you send a mailer. It could cost you hundreds...



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