

# Data Collection for Charities.

Here are our  
**5 Top Tips**  
to get you started...





# Start with the basics.

It might sound like a cliché but starting with the basics really matters in impact reporting. Make sure you collect basic output numbers (e.g. how many people you help). Funders will need this information as a minimum and having a great set of base data will give you a solid platform to develop compelling impact reporting.





# Develop a Theory of Change.

A theory of change explains how your services create the change that leads to outcomes and impact. This can be complicated, but you can start with a basic model and re-visit it later. The most important thing is that you understand what changes you are trying to achieve and how you know that your work is having the impact you want it to have.





# Don't Try to Measure Everything.

It can be tempting to try to collect and measure everything – because your work will lead to lots of positive changes. However, don't get caught in the trap of trying to measure too much. Use your theory of change to focus your attention and create a realistic plan to collect data. Be clear with funders what you will be monitoring.





# Use Data to Improve.

It can be tempting to use data simply to prove' impact to report back to funders. Instead, collect data that will help you to make changes so that you are helping people in the best way possible. After all, that's why you exist! Collect during the programme (not just at the end) and think about what information would help you to make changes – it could be as simple as asking people what could be improved.





# Listen to People's Stories.

Numbers are important, but they aren't everything! Bring your work to life by listening to and sharing people's stories. Utilising stories alongside figures and stats can really help to show just how important your work is for the people you are helping.



# ...you are on your way to becoming a data-driven charity!

*Got a question about data collection?*

*Get in touch!*



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