



**3RAPTORCONSULTING**  
**Data Collection and Analysis**

Each program, as well as the organization as a whole should have three to five SMART goals. These goals should be designed to show the progress achieved toward the vision and mission statement, as well as the progress of the participants. Not having goals designed to show the effectiveness of the programs and agencies will result in a lack of data and may result in some funders and donors losing interest in the organization.

Because most organizations have more than one program, we recommend no more than three to five goals per program. The goals should be designed to show the progress of participants, the effectiveness of the program, and how each program is working to meet the vision and mission of the organization. Attendance should always be measured to show the need for a program, increasing or steady attendance, or the need to reformat the program, a decrease in attendance. Attendance is never a measure of success nor can it show participant growth.

The best ways to measure programs is to:

- Have participants complete a pre and post survey or test designed to show growth
- Show a community need which is improved through the program
- Specifically measure a skill or characteristic participants will master
- Show how a community problem, such as days children miss school, is improved through the program

Data collection methods should be simple, and more than one person on the team should know how to collect the data as well as how to analyze and report the data.

A full report of the data collected, including a comprehensive analysis, should be reported in the year-end report annually and should show how the program is directly supporting the vision and mission of the organization.