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THE STORY OF US

Evaluating and Tracking League Programs



The Five “W’s” (and one “H”) of Data Tracking

- ❖ **WHAT** is data?
- ❖ **WHY** should you record data?
- ❖ **HOW** do you record it?
- ❖ **WHERE** should you store it?
- ❖ **WHEN** should you record it?
- ❖ **WHO** should have access to it?

WHAT Is Data?

DATA IS YOUR LEAGUE'S STORY

- ❖ What your League has done, broken down into something quick to read and easy to understand
 - ❖ It's a snapshot (picture), not a video
 - ❖ Looking at data is like looking over a photo album; you get bits of different times in your League's life

WHAT YOU WANT TO CAPTURE

- ❖ **WHAT** you did
 - ❖ Was it a GOTV tabling event? Press conference? Candidate forum?
- ❖ **WHY** you did it
 - ❖ Were you targeting a specific audience? Was it to raise awareness of an issue?
- ❖ **HOW** it went
 - ❖ The number of attendees (in-person and virtual)
 - ❖ Any special things that may have happened
- ❖ **WHERE** it took place
 - ❖ The location
 - ❖ If it were in-person or virtual
- ❖ **WHEN** it took place
 - ❖ The date/time of the event
- ❖ **WHO** was there
 - ❖ Volunteers
 - ❖ Organizations you partnered with

WHY Should You Record Data?

MAKE THINGS EASIER FOR YOUR LEAGUE

- ❖ A cheat sheet
 - ❖ Makes it easier to fill out surveys and forms (MDW + VSS)
 - ❖ [LINK to the monthly MDW form](#)
- ❖ A reference for years to come
 - ❖ Quickly look up what you've done before
- ❖ Measures your impact
 - ❖ Allows you to see what events were and weren't popular
 - ❖ Can tailor events
- ❖ Allows you to celebrate!
 - ❖ Local Leagues do a LOT, and having it all recorded allows you to acknowledge the work you've done!

HOW Do You Record Your Data?

USE OUR TOOL!

LET'S LOOK OVER IT

THINGS TO REMEMBER

- ❖ The spreadsheet is not mandatory
 - ❖ It may not be what is best for your League
- ❖ Customize it!
- ❖ There are other ways to collect data!
- ❖ If you use the sheet to track events for the MDW or VSS, **do not send your version to the State League!**
 - ❖ Use the online form

WHERE Should You Store Your Data?

GOOGLE DRIVE

- ❖ Having a League Google account can make running your League easier!
- ❖ Set up a Google account before downloading our tool because...
 - ❖ You only need to give someone a username and password to access it, and multiple people can edit it simultaneously
 - ❖ Makes it easy to find and easy to inherit
 - ❖ No one has to download multiple versions of it onto their computer.
 - ❖ You don't have to rely on a member's account.

GETTING THE TEMPLATE

- ❖ Meet with your League's leadership team to decide who is going to transfer the sheet to your League's account
- ❖ When that has been decided, have them email Erica at erica@lwny.org. They will give you access to the sheet.
- ❖ Follow the steps in the handout

WHEN Should You Record Your Data?

WHENEVER YOU WANT!

- ❖ Prioritize tracking events
 - ❖ These are the most useful for the MDW and VSS
- ❖ You can also track:
 - ❖ Social media posts
 - ❖ Meetings with Legislators
 - ❖ When your League gets featured in the media (newspaper, radio, TV, etc.)
- ❖ Do what is best for your League!

WHO Should Have Access To It?

THAT'S UP TO YOU (BUT NOT ALL MEMBERS)

- ❖ Some options are:
 - ❖ Only board members
 - ❖ The volunteer who organized an event
 - ❖ Only a specific board member
- ❖ Utilize the sharable link

EXAMPLE:

**Make Democracy Work
Form And The Data
Tracking Sheet**

HOW Does YOUR League Track Data?

QUESTIONS?