

## Data Collection

Data collection is key to tell our collective story. At this year's LWV Convention, Carrie Davis, Democracy Program Director for the Joyce Foundation, asked "What do people ask about the League?" [Carrie's presentation provides examples of how data tells the story.](#)

Three ways data can be used:

### Impact

- Members and donors are drawn by visibility. Show what you're doing!
- Include all levels of League when showing data.
- Highlight data that shows how you are fulfilling your purpose.

### Learning

- Data provides insight into which efforts have the biggest impact.
- Both successes and failures help us learn how to do things differently next time.
- Help others learn by sharing what you have learned.

### Diversity

- Show progress in your League looking like the community it serves.
- Use a variety of data points to measure – Leaders and members, partnerships, communities served.

For state and local purposes, we want to improve our data collection efforts to help highlight our impact, learning and diversity improvements.

Here are two tools to assist you:

- [The LWVIL website includes a link to record voter registration and engagement information.](#) This link is found in the 'Resources for Leaders - Voter Service' section on the website.
  - Encourage your Voter Service chair/team to record your voter registration events for the upcoming midterm election.
- [LWVUS provides a spreadsheet to help identify and collect your data.](#) This spreadsheet includes in-depth questions to consider for your data:
  - voter registration,
  - voter education,
  - voter protection & preparation,
  - advocacy & action work, and
  - visibility and recruitment.
- Share your stories/successes leading to the midterm in our [Local Leaders Google Group!](#)

Please start using these tools for your collective storytelling! We will ask you to submit information by end of November, 2018, to compile our state League *MISSION IMPACT*.