

# USING DATA TO Inform Ministry

SMARTER DATA. STRONGER MINISTRY.

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## WHAT DATA DO WE HAVE?

**Why it matters:** Knowing what data is available helps you identify your starting point and potential opportunities.

**Example:** Attendance numbers, event sign-ups, demographic surveys, volunteer involvement, giving trends, and community feedback.

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## WHAT IS THE DATA TELLING US?

**Why it matters:** Data provides insight into patterns, strengths, and areas that may need attention.

**Example:** Declining youth attendance may signal a need for new engagement strategies or program evaluation.

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## HOW DO WE RESPOND?

**Why it matters:** Data without action is just information. A thoughtful response turns insight into impact.

**Example:** If data shows families need more support, you might launch a new outreach program or adjust existing services.

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## HOW WILL WE ACT?

**Why it matters:** A clear plan ensures the right actions are taken and resources are used effectively.

**Example:** Develop an action plan with specific goals, timelines, and responsible team members.

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## HOW WILL WE MEASURE IMPACT?

**Why it matters:** Ongoing measurement helps you know what's working and where to adjust.

**Example:** Track key metrics, gather feedback, and celebrate wins while continuing to improve.