

Building Feedback and Data Management Systems

Using Data and Evidence in Proposals

Learning Objectives

- Recognize the value of ongoing feedback loops in nonprofit settings
- Identify methods for gathering internal, external, and community feedback
- Discover strategies for setting up structured data management processes
- Explore how to analyze and act on insights for continuous improvement

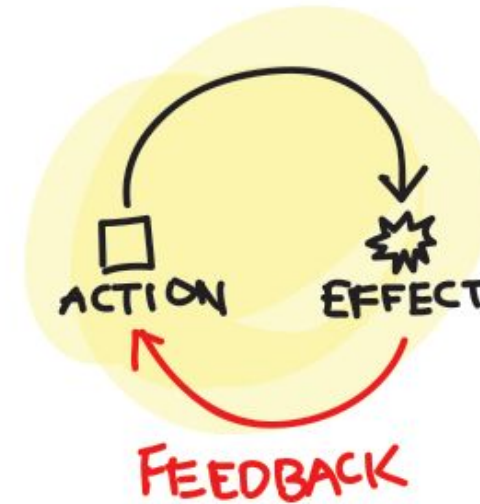
Benefits of Ongoing Surveys

- Early detection of issues
 - Identify areas needing adjustment before they escalate
- Data-driven decision-making
 - Base program improvements on real-world feedback
- Enhanced stakeholder engagement
 - Involve staff, volunteers, and community members
- Trust building
 - Demonstrates responsiveness and transparency
- Creates a culture of learning
 - Facilitates flexibility and resiliency



Internal Feedback Loops

- Staff questionnaires
 - Gauge morale, resource use
 - Identify bottlenecks
- Team meetings
 - Collect informal feedback in real time
- Performance metrics
 - Track program outcomes vs. staff input
- Use feedback to update policies or training



External & Community Feedback

- Client satisfaction surveys
 - Measure quality of service delivery
 - Open ended questions for narrative responses
- Community forums
 - Gather broader input on local needs
- Stakeholder interviews
 - Semi-structured deep dives with donors, partners, or civic leaders
- Focus groups
 - In-depth discussions that reveal nuanced perspectives



Reflection Slide

Consider your organization's data collection practices

- How often does your organization collect feedback from staff and community members, and what challenges have you encountered in the process?
- What existing data collection processes could you refine or optimize to gather more meaningful feedback?



Setting Up Data Collection Processes

- Define goals
 - Clarify what you want to learn
 - Program satisfaction, outcomes, gaps, etc...
- Choose methods in light of resources
 - Surveys, interviews, focus groups, or observational tools
- Select platforms
 - Spreadsheet trackers, CRM systems, or specialized software
- Pilot test
 - Run a small-scale trial to refine questions and logistics

Analyzing Data

- Handle duplicate or missing data, code open-ended responses
- Use appropriate tools
 - Excel, SPSS, R, or Google Data Studio for reporting
- Look for patterns, outliers, or recurring themes
- Document methods and allow for a review
- Compare feedback data with program outcomes

Acting on Data for Continuous Improvement

- Identify actionable results from data analysis
- Adjust programs or policies based on feedback and available resources
- Define measurable success metrics for new initiatives
- Share insights with staff, stakeholders, and funders
- Track improvements and elicit feedback to confirm effectiveness

Potential Pitfalls & Best Practices

- Pitfalls

- Poorly designed surveys yield low quality information
- Survey fatigue leading to low response rates
- Overinterpretation can lead to erroneous conclusions
- Collecting data but not acting on it

- Best Practices

- Rigorously test new questions
- Enter data collection with available resources in mind
- Prioritize transparency—share what you learned and what you'll change
- Schedule regular check-ins to maintain engagement

Key Takeaways & Next Steps

- Ongoing feedback = real-time insights and stronger programs
- Effective data collection, analysis, and action drive continuous improvement
- Evaluate your current feedback systems, refine data collection, and implement changes
- Integrate feedback loops into grant proposals to demonstrate accountability