



## The "Integration Myth"

Many CRMs advertise "integrations" that merely import data without providing context or actionability. This creates disconnected information silos rather than useful insights.

### **Data Movement ≠ Data Usability**

Simply transferring data between platforms doesn't unlock its value.

### **Missing Context**

Imported data often lacks connection to donor journeys and campaigns.

### **Limited Analysis**

Raw data points without structure prevent meaningful action.

## What Usable Data Looks Like

Truly usable data drives decisions, connects to people (not just transactions), and helps teams work smarter.

### **Fundraisers**

Access complete donor profiles showing email engagement, event attendance, giving history, and volunteer hours to craft personalized outreach.

### **Marketers**

Target campaigns based on engagement likelihood through smart segmentation.

### **Stewardship Teams**

Identify high-potential donors showing increased engagement who might otherwise be overlooked.

# Questions to Assess Data Usability

## Segmentation Capability

Can we segment our audience based on multiple behavioral and giving data points?

## Visualization Tools

Can we quickly visualize donor journeys, campaign performance, and engagement trends?

## Practical Application

Does our team actively use the data we collect—or just store it?

## Goal Alignment

Is it easy to create reports or dashboards that tie into our organizational goals?

# 5 Steps to Improve Data Usability

1

## Audit Your Current Data Flow

Map where data enters your systems and how it moves between platforms. Identify disconnected silos and manual processes.

2

## Define Key Metrics

Determine which data points actually drive decisions for each team. Focus on making these accessible and actionable.

3

## Create Cross-Functional Views

Build dashboards that connect donation data with engagement metrics to reveal the complete supporter journey.

4

## Train Your Team

Ensure staff knows how to access and use data insights for their specific roles.

5

## Evaluate Integration Quality

When considering new tools, look beyond "integration" claims to assess actual data usability.