

# Digital Data and Strategic Planning

## Worksheet 3 from *Philanthropy and the Social Economy: Blueprint 2017*

Use this worksheet to integrate questions about data needs, use, and governance into your strategic planning processes.

1. What is your organization's mission?

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2. What digital data do you need to accomplish your mission?

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3. How will the organization get the data it needs?

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a. In one year? Three years? Five years?

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4. Do you need new expertise to use the data you need?

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5. What kind of expertise and how will you get it?

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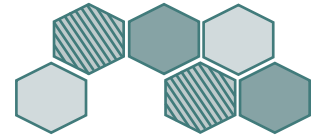
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a. Factor this into your organization's strategic planning.

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# Digital Data and Strategic Planning, continued



6. How will you assess the ongoing effectiveness of your use of digital data?

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7. How can you involve data providers (your stakeholders) in developing your data practices?

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8. When and how will you assess your organizational policies for governing the use of the different kinds of data you have and need?

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See [digitalIMPACT.io](https://digitalIMPACT.io) for related tools and policies.

## Directions

- Group people into pairs, one board member and one staff, or pairs of staff from different areas of the organization.
- Give every pair Post-it notes and markers.
- For question 1: have each person write their answer to this question on a Post-it note—give them 30 seconds to do so.
- Pairs review their versions of the mission—make sure you're aligned!
- In pairs (for 90 seconds), generate answers to question 2. Discuss as a group. Collect all notes and post where the group can see.
- Group prioritizes the answers to question 2. Put each pair of participants in charge of one of the priority data types. Each pair should answer question 3 for each data type. Discuss.
- Repeat the step above for questions 4 and 5.
- Fold questions 6, 7, and 8 into your ongoing organizational development and evaluation planning.
- Follow the directions to create a single activity focused on these questions, or integrate versions of these questions into your process.

This worksheet is part of a series focused on the use and governance of digital data in organizations, from *Philanthropy and the Social Economy: Blueprint 2017*, available at [grantcraft.org/blueprint17](https://grantcraft.org/blueprint17).



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