**Template for creating a “State of the Data” report**

**WHY:** Why is Data management strategically important to Camp SUNSHINE?

**Current Condition:** What are the current limitations or problems?

**Solution:** What are we doing now to address these problems?

What is the time-frame for working on these problems?

Who is involved?

How much will it cost?

**ROI:** What will be different after these efforts are implemented? How should we monitor progress and improvements?

***Suggestions:***

*Increase the total number of records with good addresses/good emails addresses*

*Increase the total number of donors*

*Increase giving from among the top 20 most generous donors*

*Use a chart of gifts to report progress (page 79 in the D2D book)*

**Looking Ahead:** What else could be done to improve data management in the future that we will not address now? Why have we decided to post-pone this work for now?