

Topic: What Does It Mean to be Data-Driven?

Description: With all the talk about big data, data privacy, and metrics, do we have a framework for understanding which conversation we are in, what our role is, and why any of it matters. In this session, Brian will provide context for the phrase 'data-driven' and what it can mean in any shop of any size. Using from the field examples, you'll get a sense of how you can harness the power of data to further fundraising to support your mission.