

Data is the New Currency

Example Key Data Points for Individuals:

- Names
- Phone
- Address
- Email
- Volunteer history
- Giving/payment history
- Gender
- Birthday
- Photo
- Biography
- Communications and Notes
- Interests as it relates to United Way products
- Basic relationships
 - Significant other/Spouse
 - Employer
- Contact roles within organization
- Clubs/affiliations

Example Key Data Points for Organizations:

- Names
- Phones
- Address
- Email
- Website
- Logo
- Brief company history
- Brief company history regards to United Way
- Communications and Notes
- Interests as it relates to United Way products
- Giving/payment history
- Basic relationships
 - Key Contacts
 - Subsidiary Organizations & Unions