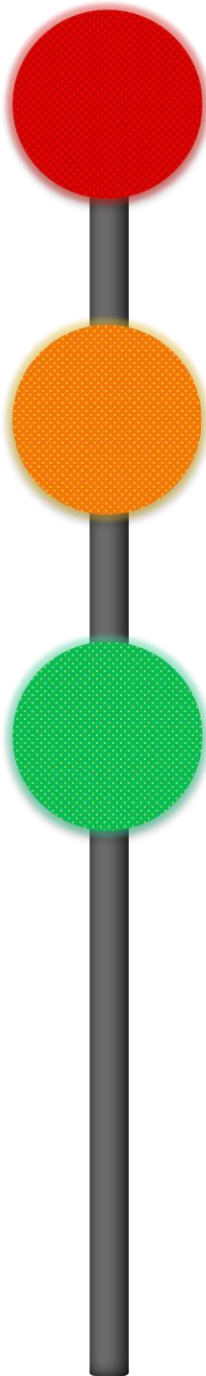


## The traffic light data entry system

How well do you know which information in your donor database is factual vs. inferred? Knowing what is reliable information can help you make better, informed decisions about stewardship, segmentation and prospect profiling. This system can be used with data minimization practices to enable staff to make quick decisions about the information they enter.



**Red:** stop and think before you enter it. Non-donor disclosed information. Word of mouth, Wikipedia and results of internet searches that cannot be verified.

**Amber:** proceed with caution. Prospect research, donor deceased screenings and other services of mixed quality. Place it in non-crucial fields if not sure of accuracy.

**Green:** donor-disclosed information. Reliable, factual, verified. The good stuff! Ideally, timestamp when you got the information and its source (email from donor, phone call, signup form, meeting).