



AUDITING IN RAISER'S EDGE

Keep your data sparkling clean

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Auditing your data can ...

- Greatly improve the accuracy/health of your data
- Save time/money by getting it right the first time
 - ▣ don't have to rerun lists, reports
 - ▣ reducing mail returns due to incorrect data
- Make your organization look more professional (externally)
- Enhance 'reputation' of your systems (internally)
- Improve staff satisfaction, pride
-



What are audit queries?

No, it's not a real type of query ...

- Just a set of queries that focus on identifying 'problem' areas of data entry
- Run periodically to correct/complete data
 - ▣ Data administrator or push out to staff to fix
- Like a 'no-hitter', you want minimal or no results!
- Part of on-going process/protocol





Just get started

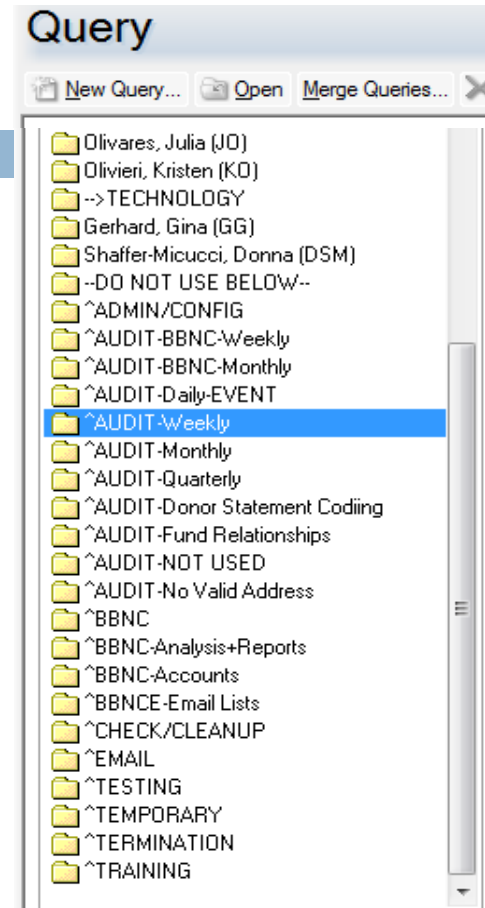
It's easy ...

The Basics

- 1) Create some query folders
 - 2) Start building some queries
 - 3) Run periodically to correct/complete data
- ▣ Don't obsess with figuring it all out – just do it!
 - ▣ Reorganize as you go
 - ▣ It's a work in progress – you'll always be adding, changing ...

Query folders

- Create specific folders for your audits
 - ▣ By frequency
 - weekly, monthly, quarterly, annual
 - ▣ By type/category
 - address, attributes, donor statement
 - ▣ Whatever works for you ...
- Clearly name so they're easy to find
 - ▣ Use prefix to identify them
 - ex: ^AUDIT
 - ▣ Name both folders and queries



What to audit for

Basically

- Missing or incorrect data
 - ▣ What is required on a record?
 - ▣ What do staff always forget to add?
 - ▣ Common mistakes
 - ▣ Important stuff
- Data needs to meet specified requirements
 - ▣ Records like 'a' need 'x y and z'
- Multiple/duplicate data

What to audit for

- Ask:
 - ▣ What are your most frequent mistakes/heartburn areas?
 - ▣ What can be costly/embarrassing errors
 - returned mail, wrong salutations, errors in annual report, ...
- Areas prone to errors
 - ▣ Changes in status - employment, deceased, divorced
 - ▣ Address changes
 - ▣ Specific requirements / special coding (ex: regional coding)
- Prioritize by most important vs. less important
- Build over time



Sample audits

some ideas ...

create your own in these categories

Biographical

- Missing data (not entered)
 - ▣ Titles, Suffixes
 - ▣ Gender
 - ▣ Birthdate
- Missing data (should be there based on other data)
 - ▣ have title but no gender
 - ▣ Married but don't have joint addr/sals
- Common mistakes
 - ▣ Abbreviations
 - ▣ Middle initial missing period
- Specific/oddball
 - ▣ Dual last names (Jane Doe Smith)
 - ▣ 'Combo' names
 - ex: R. Stuart needs nickname=Stuart
 - ▣ 'Mystery' genders
 - ex: Pat, Sandy, Wang Pho
 - ▣ Name has 'The' but no '\'
- Alias (this is NOT trivial)
 - ▣ Find the likely suspects
 - Org names with periods, apostrophe, &, dba
 - Dual last names

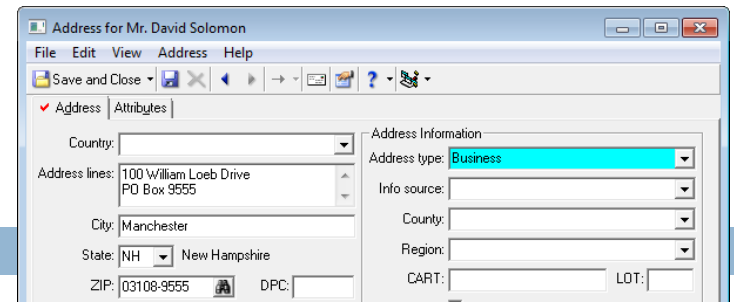
Addressee/Salutations

- Minimum requirements
 - ▣ Single need # addr/sals
 - ▣ Married need joint versions
- Additional addr/sals
 - ▣ Annual report, fund statements, boards, membership, societies, etc.
- Incorrect addressee/salutations
 - ▣ Single but have joint
 - ▣ Married but only have single
 - ▣ Check all 'Ms.' entries
- Consistency between spouses
 - ▣ What are your rules for these?

Primary addressee:	Kimon S. Zachos, Esq.
Primary salutation:	Mr. Zachos
Type	Addressee/Salutation
<input type="checkbox"/> Full Name	Kimon S. Zachos, Esq.
<input type="checkbox"/> First Name	Kimon
<input type="checkbox"/> First Names (Joint informal)	Kimon and Anne
<input type="checkbox"/> Joint Addressee	Mr. and Mrs. Kimon S. Zachos
<input type="checkbox"/> Joint Salutation	Mr. and Mrs. Zachos
<input type="checkbox"/> Spaulding Potter Name	Kimon & Anne Zachos
<input type="checkbox"/> Annual Report Name	Kimon & Anne Zachos
<input type="checkbox"/> Donor Report Combined	Kimon and Anne Zachos

- Professional suffixes
 - ▣ You don't want Dr. John Smith, MD or Attorney John Smith, Esq
- Checked editable
 - ▣ Is there a reason?

Addresses



Correct formatting

- ❑ Incorrect abbreviations (St. not Street)
- ❑ Missing or extra address lines
- ❑ Move PO Box to line 2
- ❑ Address lines 4+5 should be blank
- ❑ Current addresses w/Date To (this should be blank)
- ❑ Seasonal address but missing dates from/to
- ❑ Addresses with incorrect zip
- ❑ Canadian addresses but Country=USA
- ❑ Organizations with “Home” address type

❑ Also check

- ❑ 2+ business addresses
- ❑ Constituent and spouse have same address type but different addresses

Mail status

- ❑ Preferred address with Send Mail unchecked
- ❑ Current address but record marked No valid address
- ❑ No current address but not marked No valid address
- ❑ Former addresses still coded as Send Mail
- ❑ No current employment but have active business address
- ❑ ...

Phones/Emails

Phones/Email/Links		
Type	Number/Email Ad...	Shared?
Home Phone	(603) 999-9999	Shared
Mobile Phone	(603) 300-3345	Cannot be Shared
Home Email	info@nhcf.org	Cannot be Shared
Work Email	js@nhcf.org	Cannot be Shared
Pref Email	info@nhcf.org	Cannot be Shared

Phones

- Phone created but number blank
- Duplicate phone types
- Unlisted phone numbers
- Do Not Contact is checked
 - ▣ we don't use so this is a common mistake

Email

- All required email types are on record
 - ▣ What are your rules?
 - ▣ Do you have a Preferred Email?
- Emails are sitting on proper address types
- Email typos
 - ▣ have bracket/commas/multiple periods/no @
- Requests no email but email still on record
- Former employees still have work email

Constituency codes

Constituent Codes			
Description	Code	Date From	Date To
Individual	I		
Business Leader	BUSLDR		

What are your requirements?

- Primary code is one of ____
- Secondary code(s) one of ____
- Do you use Date from/Date to?

Incorrect coding/combinations

- Codes missing entirely
- Individuals should ONLY have indiv codes (not org codes) and vice versa
- Code should be primary but its secondary
- Specific record types need specific coding
 - ▣ ex: student records, GrantedGE

Relationships

- Incorrect or backwards relationship/reciprocals
 - ▣ Queries depend on these being correct
- Create records for relationships with ...
 - ▣ When do you create a new record?
 - ex: If relationship has email, we create a record
- Contact types
 - ▣ Checked as contact but missing type
 - ▣ Org records with no primary contact identified
- Volunteers
 - ▣ Volunteers that are marked as “primary business”
- Position
 - ▣ Positions not marked ‘Print?’
 - ▣ Former but position doesn’t “match”
 - ex: Former employee but ‘President’ in position; change to ‘Former President’

Org name: New Hampshire Charitable Foundation ID: 5470-0 ☒ Aliases

Country: United States Industry:

Address lines: 37 Pleasant Street Position: Business Systems Analyst ☒ Print?

City: Concord Rel Categ:

State: NH New Hampshire Income:

ZIP: 03301 DPC: Relationship: Employer

☒ Print organization name with address Reciprocal: Staff

Date from: 5/30/2007 to

Phones/Email/Links		
Type	Number/Email A...	
Business Phone	(603) 225-6641 ...	Car
Business Fax	(603) 225-1700	Car

For this organization, this individual is a(n):

☒ Employee ☒ Primary business information

☐ Contact ☐ Do not mail to this contact

Deceased/Divorced



- What are your rules for deceased/divorced?
 - ▣ Deceased/divorced spouses still linked
 - ▣ Deceased/divorced but relationship/reciprocals not adjusted
 - ▣ Joint addressee/salutations not removed
 - ▣ Deceased still has active organization relationships
 - Still shown as “Employee” or “Contact” at organization
 - ▣ Deceased/divorced with auto soft-credit turned on

Other

- Attributes

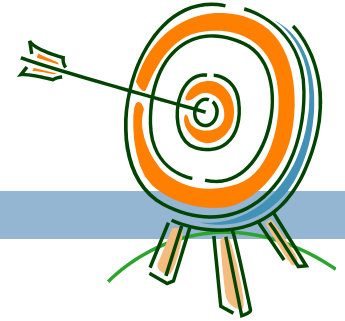
- ▣ I'm sure you have a LOT of these for specific purposes

- Don't forget other record types

- ▣ Gift records
 - ▣ Fund records
 - ▣ Event/participant records



May want to target



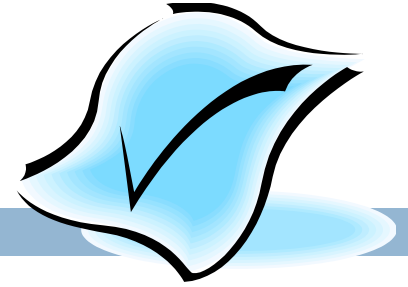
- New records entered
 - ▣ Check entry by new or temporary staff
 - ▣ Check entry by staff that always get it wrong ☹️
- Records entered for event registrations, online donations, year-end crunch times
 - ▣ Easy to make mistakes here
- Imported records
- Important records

Exporting

- Sometimes you'll need to export
 - ▣ Find duplicates
 - Duplicate address types (ex: business address), attributes
 - ▣ Consistent values
 - Matching addr/sals between spouses
 - ▣ Excel or database
 - Sort by constituent ID
 - = IF (A1=B1, 1,0) to find duplicate rows with multiple values

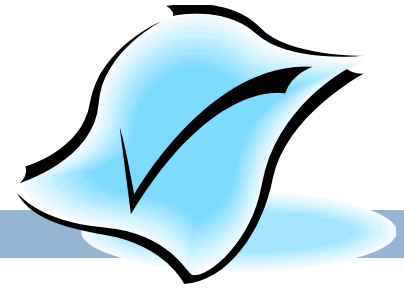
Constituent ID		Sort Key	Business Address Lines
1000-0		0 Franconia Area Heritage Council	533 Main Street PO Box
1000-3		0 Bahr, Amy	PO Box 169
12383-1	=if (A4=A5,1,0)	1 Mortenson, Howard	102 Main Street PO Box
12383-1		0 Mortenson, Howard	102 Main Street PO Box
12388		0 Charity Navigator	139 Harristown Road Su
12389		0 Freedom From Hunger	1644 Da Vinci Court
12389		0 Freedom From Hunger	1644 Da Vinci Court

Tips



- Don't forget to run audits on both records and relationships, and all record types
- Check for specific data requirements for your 'workarounds' or software integrations (GrantedGE, BBNC)
- Create default sets to easily enter frequently missing data

Tips

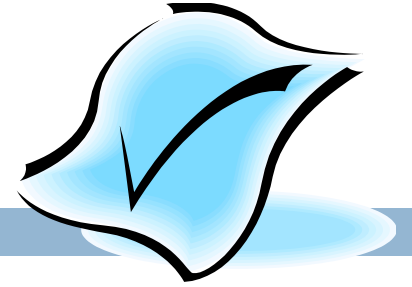


- Farm audit queries out to other staff
 - ▣ more ownership/buy-in

- Reach back to staff who make frequent mistakes
 - ▣ But be diplomatic – it's a 'training moment'

- 'Draw the line'
 - ▣ How much do you expect staff to get it right the first time, or do you just audit and fix?
 - Ex: I don't expect staff to remember to copy all emails onto the preferred address, so I fix these

Tips



- Don't stop doing them
 - ▣ You will ALWAYS find mistakes ...
 - ▣ It's a work in progress – you'll always be 'tweaking'

- Quantify your success
 - ▣ Has it made a significant/meaningful impact?
 - ▣ Celebrate and advertise your successes

Comments/Questions?

- I would be happy to provide you with a full listing of all my queries!
 - ▣ I currently have 200+ audit queries
 - is that a good thing?
- Contact:
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 - gg@nhcf.org