



Stay Informed with *The ARK Current*

Welcome to the first edition of *The ARK Current*. This will be a great way to stay up to date with the latest information related to the database. We plan to generate useful content and resources that we hope will broaden understanding and enhance user interaction with ARK.

Business Intelligence Tool Soon to Launch

The Donor Center is excited to introduce a Business Intelligence (BI) Tool at the Associated. Business Intelligence is an umbrella term that refers to a variety of software applications used to analyze an organization’s raw data. It enables access to and analysis of complex information in a user-friendly way.

The BI tool will enhance our Users’ ability to view ARK data, up to the minute, in meaningful layouts using dashboards. It will aid in decision-making using optimal reporting and analysis. Many of you have already seen demos in your Department staff meetings. Stay tuned as we eagerly approach the launch of this phenomenal work enhancement.

New and Improved Honor Roll Process

In preparation for the publication of this year’s Honor Roll two workgroups were recently formed. One workgroup is focused on structuring a process for producing a quality, error free document. The other group established a consensus in the way we recognize donors and how their listings will appear in the final product.

Donor Center is initiating ways to maximize the use of ARK to make large projects like this more manageable. Additionally, this year we are implementing the use of Basecamp, a project management software, to both streamline and make more efficient the review/editing process of the Honor Roll.

Better Data + New Data = Better Outreach + More \$ Raised

Donor Center is constantly on the lookout for ways to acquire reliable information and to improve the quality of existing data already in ARK. In a spirit of collaboration, with the efforts of Karen Shuster in the Marketing Department, we recently acquired upwards of 2,000 usable records from the JCC, PJ Library, and The Gordon Center.

This new information includes names, email addresses, and organizational relationships. ARK allows us to use acquisition lists in mailings without adding them into the live database. Once we get a response to a phoning or to a mailing, we can then take the next step of adding an ARK account for them. Our ability to house acquisition lists outside of the live

database enables us to use their information in ARK’s communications processes while ensuring the integrity of our database.

In addition to this, we recently purchased data that added occupations and 2,774 birthdates to our existing records. This will greatly enhance our ability to target our donors by age. It will also enable us to include more donors in reports that specify ages.



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Newsletter Spotlight

- * **Business Intelligence tool coming soon**
- * **Workgroups to improve Honor Roll Publication**
- * **Acquisition Lists from The JCC, PJ Library, and The Gordon Center**
- * **Data Purchase occupations and 2,774 birthdates added**



Remember This Guy?
Keep an eye out for Noah’s Tips & Tricks in the next *ARK Current*

Coming Soon!!!

The Great ARK

Data Drive