Quantitative data can tell you **what** has changed over a period of time, but it cannot always tell you **why** something has changed.

Stories and qualitative data—the non-numerical input collected in interviews, for example—are needed to give context and meaning to the metrics you track. This more subjective, narrative data adds the human element that is needed to move your audience on an emotional level.

### How to Collect Stories and Qualitative Data

Qualitative data is often collected organically and sporadically by people throughout your organization. This lack of structure can sometimes make it difficult to locate and use this information in your reporting.

To make story data usable, relevant, and easy to find, it should be:

- Stored in a central location
- Labeled with dates and descriptions
- Associated with program goals or KPIs

Be sure to attach any supporting files, such as photo releases and consent forms from interview and photo subjects, to your stories and qualitative data records. Being consistent about labeling stories and adding supporting files ensures the integrity and usability of the data, and also gives it credibility.