Consistently asking (standardizing) at LEAST these "What IS it?" questions is "the heart of the chart" for individual entities AND for comparisons. This vital info when dealing with unknown (or orgs. you think you may know) should be identified FIRST.

1 = blog title; 2 = post title; 3 = TableHeader (categories); 4 = sample row with entity website; 5 = sample 2nd row with same entity (fact-checking other sources: grants, filings, IRS forms, etc.)

(IMAGE FILENAME ONLY: "From my FamilyCourtMatters.org DRAFT 2014 post, showing my previously-published chart prompting categories any ENTITY may fall under. Screen Shot 2017March15 at 5.40PM.png)