

Making Your Case:

How to Use Data to
Tell Stories of Impact

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A little about me

Hawwa (pronounced: How -wa)

Social Entrepreneur

Social Sector Sleuth

Founder and CEO of Pink Trumpet LLC

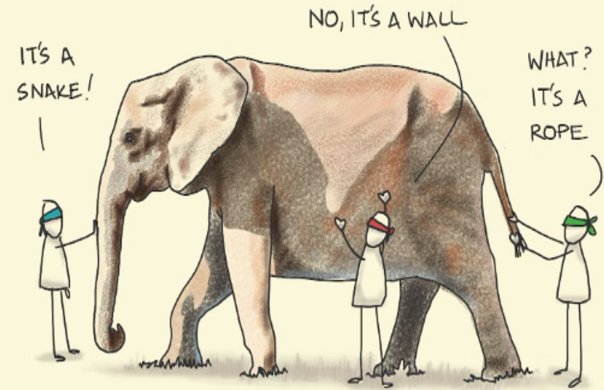


I believe that telling a good story starts with what we hear

and more especially with what we see.

THE BLIND AND THE ELEPHANT

OUR OWN EXPERIENCE IS RARELY THE WHOLE TRUTH



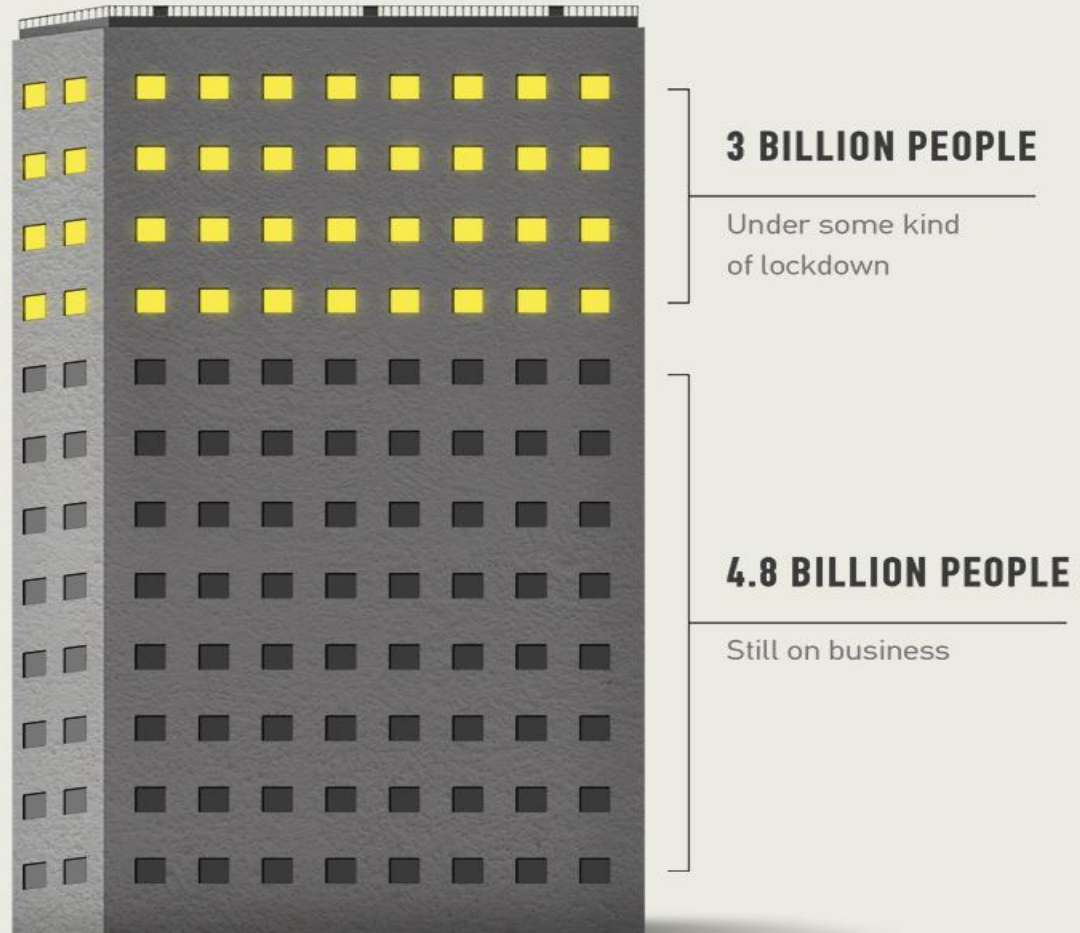
sketchplanations

Let's try this as
an example

More than **a third of the world's 7.8 billion** population was under coronavirus lockdown in an attempt to control the spread of the disease.

Let's try this again

More than a third of the world's 7.8 billion population is under coronavirus lockdown in an attempt to control the spread of the disease.



What we'll cover today

- ✓ Why we use data
- ✓ How nonprofits use data
- ✓ Challenges around data collection
- ✓ Framework for data collection
- ✓ Case studies
- ✓ Relevant tools for collecting data
- ✓ Q&A



Why do we use data as a sector?

Raise Money

Show Impact

Connect the Dots

Tell A Story



Here's Why You Probably Want to Use Data

- Convince your funders of your impact
- Deliver strong reports to your stakeholders
- Measure progress towards your goals
- Forecast needs



Here's how we've used it as a sector



Here's how we've used it as a sector



Celebrating
7 YEARS!
supporting local food, community
and our environment



Average portion of every dollar we spend that goes to our local community: **88¢**



\$26,798.58
DONATED ANNUALLY

Annual donation as represented by all cash and in-kind donations in 2013.



513,548
BAGELS
— sold —

1,000,251
CUSTOMERS
— to date —
as of July 7, 2014

417,054
POUNDS
COMPOSTED

\$2,074,385.19
spent supporting local food and beverage producers since opening in 2007.



7 FACTS FOR 7 YEARS
july 9th, 2014

at common roots, we track data on our purchases, expenses and environmental impact so our customers can see where their food comes from and how we strive to operate in a responsible way, thank you for all of your support these seven years!

COMMONROOTSCAFE.COM

Annual Report Card for 2012-13

<p>RESULTS THAT MATTER</p> <p>WITH HELP FROM YOU... Adults in our area are changing their lives.</p> <p>With our student-centered tutoring, learners set their own goals and report their own accomplishments. Here's the amazing growth they reported this fiscal year. (Some students may be counted in more than one category.)</p> <p>235 Students helped</p> <p>210 Volunteers</p> <p>15,000 Volunteer hours</p>	<p>EMPLOYABILITY</p> <p>106 Achieved better job skills</p>	<p>EDUCATION</p> <p>8 Received a high school diploma or GED</p>	<p>COMMUNITY</p> <p>17 Became more involved in their community</p>
<p>SUCCESS</p> <p>79 Achieved personal goals</p>	<p>ADVANCEMENT</p> <p>12 Got a better job</p>	<p>HEALTH</p> <p>39 Gained wellness & healthy lifestyle information</p>	<p>TYPES OF STUDENTS</p> <p>99 Basic literacy</p> <p>136 English language</p>
<p>LIFE SKILLS</p> <p>70 Learned better consumer skills</p>	<p>AGE RANGE OF STUDENTS</p>		

Improve Literacy. Change Lives.

Literacy Volunteers of Kalamazoo

Here's why it's hard

- ✓ You don't have capacity
- ✓ No one on your team understands why having data is important
- ✓ You don't know where to start
- ✓ People don't like doing surveys
- ✓ You don't know how to visualize your data
- ✓ People are hesitant to share data



Today's takeaways

- ✓ Framework for collecting data
- ✓ Ways to overcome challenges with data collection
- ✓ Creative ways to collect feedback



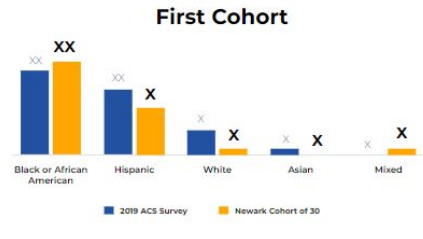
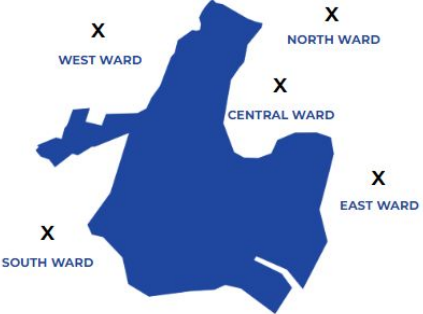
But before we
begin...

“1. Who are you sharing the data with?

2. What do you want them to see?



Here's what I mean



XX recipients
Ages XX - XX

If someone gave you \$500 right now, what would you spend it on?



DID YOU RECEIVE A STIMULUS CHECK? Yes - XX% No - XX%

HOW DID YOU SPEND YOUR FUNDS FROM THE STIMULUS CHECK?

- Rent - XX%
- Family/children - XX%
- Saved Funds - XX%
- Bills - XX%
- Food - XX%
- Transportation - XX%
- Other - X%

Descriptive text. Descriptive Text. Descriptive text. Descriptive Text.
Descriptive text. Descriptive Text. Descriptive text. Descriptive Text.
Descriptive text. Descriptive Text.

Descriptive text. Descriptive Text. Descriptive text. Descriptive Text.
Descriptive text. Descriptive Text. Descriptive text. Descriptive Text.

Here's a framework for collecting data

Who's looking for the data?	What is the problem or scenario you want your audience to understand?	What information might compel your audience to work towards your solution?	What format makes the most sense for this audience?
Funder	The rise in obesity in youth in Southern California	Use information to show alignment between your solution and their mission	Statistics and Stories
<p>Some examples include:</p> <ul style="list-style-type: none">• Board Members• Community Members• Potential Funders / General Public	<p>How to use this section:</p> <ul style="list-style-type: none">• Use this space to state the problem and the subsequent impact of this problem on your community	<p>Some examples include:</p> <ul style="list-style-type: none">• Primary research• Secondary research• Qualitative data	<p>Some examples include:</p> <ul style="list-style-type: none">• Bar / Pie Chart• Callouts• Infographics• Video Messages

Let's break this down:

Case Study #1

Alma works at a food bank that is in need of a facility that is large enough to meet the organization's growing demands from the community and accommodate their growing team. Alma wants to start a capital campaign to raise funds towards securing a larger space. Prior to doing so, she wants to build a persuasive case for funders to help them understand the complex work involved in serving as a distribution center and warehouse for food.

How can Alma use data to make the case for investing in a larger space to a potential funder?

Here's a framework for collecting data

Case Study #1 Analysis

Who's looking for the data?	What is the problem or scenario you want your audience to understand?	What information might compel your audience to work towards your solution?	What format makes the most sense for this audience?
Funder	Understand the difference between a food bank and warehouse	A description of the significance of a food bank	Description or visual representation
	The current space is too small	Other leading food banks that serve similar populations that are larger in terms of space	Statistics and Stories
	You aren't able to serve more people in your community	Numbers citing how many people you are serving now versus how many people you could serve with a larger space	Statistics and Stories
	You are faced with increasing costs because you have to store food in different locations	A description of the time saved or a description of things you will be able to more of in order to meet your mission	Description

Let's break this down:

Case Study #2

Rachel works as an Events Director and Producer for her nonprofit. Over the years, she has noticed that her nonprofit has lowered their prices in order to accommodate a greater number of attendees. This has negatively impacted the company's bottom line but the board is insistent on keeping their prices low. Rachel has a meeting with her nonprofit's board of directors to make a case for increasing the organization's conference rates.

How can Rachel use data to make the case for this to her board members?

Here's a framework for collecting data

Case Study #2 Analysis

Who's looking for the data?	What is the problem or scenario you want them to understand?	What information might compel them to work towards your solution?	What format makes the most sense for this audience?
Board Members	The organization is losing revenue by charging low prices for conferences	Sharing prices for other similar conferences in the industry Sharing alternative sources of funding and how that could increase overall revenue	Bar Chart Bar Chart
	The lack of variety in terms of attendees for the conference is limiting the nonprofit's reach	Sharing a list of potential attendees who they could target who could attend future conferences	Descriptive Text
	The organization cannot afford to bring on high profile speakers	Sharing a list of high profile speakers and ideas about how to attract them to attend	Descriptive Text

Let's break this down:

Case Study #3

Robert works in an organization that is volunteer driven. The organization consistently engages the community to help setup and execute food drives, and other volunteer events that serve the community. The nonprofit is well known in the community and people always have positive things to say but the organization does not have data on hand to highlight the effectiveness of its work.

How can Robert collect data to highlight the importance of community engagement to external audiences (namely potential funders)?

Here's a framework for collecting data

Case Study #3 Analysis

Who's looking for the data?	What is the problem or scenario you want them to understand?	What information might compel them to work towards your solution?	What format makes the most sense for this audience?
Funder	The organization is limited in what they can do because they receive very little funding	Highlight the number of people served and talk about how you've helped the community in ways that align with a funder's focus areas	Statistics and Stories
	Community Engagement is making the community feel safer	Interviews with different community members	Secondary research and Stories

Challenges with data collection and how to overcome them

“I have more qualitative data than quantitative data.”

Lean more on the broader research about the topic area and use your stories to help reinforce the topic.

“My problems are too complex to describe.”

Consider using different mediums like explainer videos, news clips, humor, or other forms of videos to describe your issue area. In these instances, stories may be the best way to explain complex issues.

“How do I get more people to complete surveys?”

Consider using different ways to collect input:

- ✓ Virtual focus groups
- ✓ Phone surveys
- ✓ Text surveys
- ✓ Creative campaigns that feature past results
- ✓ Make entry into the next phase contingent on survey completion



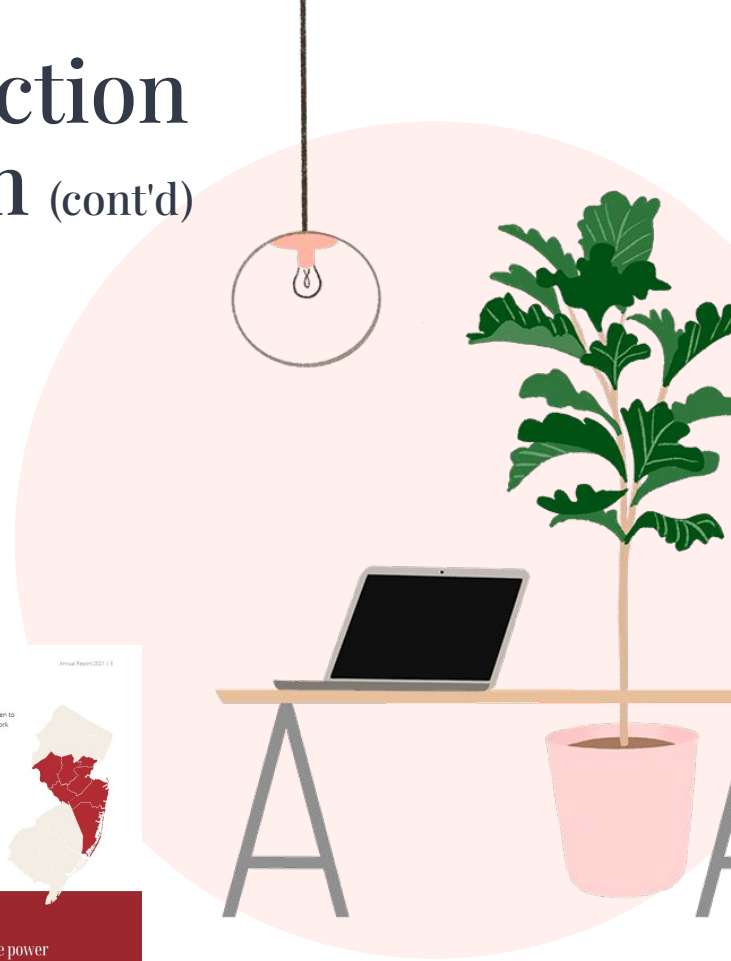
Challenges with data collection and how to overcome them (cont'd)

“I don’t know how to get people to feel comfortable sharing their data.”

Talk through their reservations. Always let people know how their data will be used and share that the data will be made anonymous.

“No one on my team understands why having data is important.”

Start small and identify the pain points of the key decision maker(s). Find a way to outsource or invest in delivering a very small part of the larger change you are hoping to create.



Resources

Some Tools To Help You
on Your Data Journey



Data Visualization Tools

- ✓ Excel
 - <https://www.excel-easy.com/>
 - Leila Gharani <https://bit.ly/3d8k5UC>
 - Ann K. Emery <https://depictdatastudio.com/>
- ✓ Visme
 - <https://www.visme.co/graph-maker/>
- ✓ Canva
 - Design with Canva - <https://bit.ly/3U350Jk>



Data Collection Tools

- ✓ Google Forms
- ✓ Microsoft Forms
- ✓ Survey Monkey
- ✓ Jotform
- ✓ Salesforce



Thank You

Questions?

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- ✓ hawwa@pinktrumpet.co