INCREASE DONATIONS

BY

SHARING REAL-TIME PROGRESS

A LUNCH + LEARN

HOSTED BY

SDK
WHY USE DATA VISUALIZATION?

MOTIVATE DONORS
INFORM LEADERSHIP
INSPIRE ACTION
TRANSFORM MORE LIVES
DATA VISUALIZATION: TIPS & TRICKS

SIMPLE IS BETTER

MAKE IT PRETTY

BE TRUTHFUL

TELL A STORY
WHERE TO SHARE

- website, blog, & social media accounts
- email communications to donors / potential donors
- annual reports
- fundraising events
TYPES OF VISUALIZATIONS

- MAPS
- BAR CHARTS
- PROGRESS CHARTS
- LINE CHARTS
- PIE CHARTS
This sample dashboard shows how a non-profit could use a dashboard to publicly share information on how it is progressing.

This dashboard covers a fictional non-profit that works in several countries visiting families across a variety of communities to help build adequate housing for those families.

Key indicators of success:

1. Number of homes built
2. Number of individuals living in these homes
3. At least 250 Females in our program

**Total Individuals YTD**

<table>
<thead>
<tr>
<th>Date</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>50</td>
</tr>
<tr>
<td>February</td>
<td>75</td>
</tr>
<tr>
<td>March</td>
<td>100</td>
</tr>
<tr>
<td>April</td>
<td>150</td>
</tr>
<tr>
<td>May</td>
<td>200</td>
</tr>
<tr>
<td>June</td>
<td>250</td>
</tr>
<tr>
<td>July</td>
<td>100</td>
</tr>
<tr>
<td>August</td>
<td>50</td>
</tr>
</tbody>
</table>

**How big are the communities we're visiting?**

<table>
<thead>
<tr>
<th>Size Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 200</td>
<td>38.1%</td>
</tr>
<tr>
<td>200 - 400</td>
<td>23.8%</td>
</tr>
<tr>
<td>400 - 600</td>
<td>14.3%</td>
</tr>
<tr>
<td>600 - 800</td>
<td>9.52%</td>
</tr>
<tr>
<td>800 - 1000</td>
<td>4.76%</td>
</tr>
<tr>
<td>1000 - 1200</td>
<td>4.76%</td>
</tr>
</tbody>
</table>

**# of houses built as donation dollars increased**

- Updated At
- Count

**Females in our program**

- Goal 250
- Current: 222
WHY REAL-TIME?

- FASTER DECISION MAKING
- INCREASED ENGAGEMENT
- MORE OPPORTUNITIES TO UTILIZE DATA
- KEEP DONORS INFORMED
- MAKE BOARD MEMBERS HAPPY
- HOLD ORGANIZATION ACCOUNTABLE
THANK YOU

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