Unpacking Your Data
Steps to take today

Presented by:
Delta Analytics

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Presentation Overview

- Introduction
- Group Discussion
- Excel demo

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Introduction
Data trends:

• 90% of the world’s data has been created in the past 2 years.

• There are now a billion social media posts every 2 days.

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If only non-profits would collect better data and better show their impact, it would be clear to funders and donors where to best spend their money.
Data is Everywhere

So why do non-profits not use more data?

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Data Quality

- Overworked staff
- Making data part of job damages morale
- Amount of resources to invest?

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Providing Data to Funders

- Grants
- Different from internal data needs
- Deciding what data will be important to look at in 5 years

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Measuring Impact

• Impact studies require long time frames
• Require control groups, surveys
• Require more resources

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The biggest rule of data: measurement only matters if it changes the way you act.
The biggest reason for data: tell a compelling story.

once upon a time there was a....
Examples of nonprofits using data to tell their story:

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Data can draw people in...

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http://www.famm.org/

SENTENCES THAT FIT. JUSTICE THAT WORKS.

DONATE TO FAMM

GET INVOLVED

One in every 28 children now has a parent in jail or prison.

GET THE FACTS
Data can educate…

Statistics About Diabetes
Data from the National Diabetes Statistics Report, 2014 (released June 10, 2014)

Overall Numbers, Diabetes and Prediabetes

- **Prevalence:** In 2012, 29.1 million Americans, or 9.3% of the population, had diabetes.
  - In 2010 the figures were 25.8 million and 8.3%. The prevalence rate for adults age 20 and older in 2012 was 12.3%, compared to 11.3% in 2010.

- **Undiagnosed:** Of the 29.1 million, 21.0 million were diagnosed, and 8.1 million were undiagnosed.
  - In 2010 the figures were 18.8 million and 7.0 million.

- **Prevalence in Seniors:** The percentage of Americans age 65 and older remains high, at 25.9%, or 11.8 million seniors (diagnosed and undiagnosed).
  - The rate was 26.9% in 2010.

- **New Cases:** The incidence of diabetes in 2012 was 1.7 million new diagnoses/year; in 2010 it was 1.9 million.

- **Prediabetes:** In 2012, 86 million Americans age 20 and older had prediabetes; this is up from 79 million in 2010.
  - The percentage is up slightly, from 35% in 2010 to 37% in 2012—and is now at 51% among those age 65 and older.

- **Deaths:** Diabetes remains the 7th leading cause of death in the United States in 2010, with 69,071 deaths

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Data can show your impact...

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We've funded 11,927 water projects in 22 countries. Here are three things that make us different.

100% MODEL
Private donors fund our operating costs so 100% of your donations go straight to the field.

PROVING IT
We prove every water project we build using photos and GPS coordinates on Google Maps.

LOCAL PARTNERS
We work with strong local partners on the ground to build and maintain water projects.

LEARN ABOUT OUR WORK

http://www.charitywater.org
Data can show your impact...

Our Impact

1 million members + 62 years of conservation = More than 119 million acres of land protected

Externally

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Data can show your impact...

### Exhibit 1

**Bucks and acres: The Nature Conservancy**

Measurement of progress, 1971–99

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Income and Cost of Land, $ million</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>13.5 22.5 6.1</td>
</tr>
<tr>
<td>1981</td>
<td>257.0 133.4 190.2</td>
</tr>
<tr>
<td>1991</td>
<td>254.7 145.3 194.8</td>
</tr>
<tr>
<td>1999</td>
<td>217.4 174.0 274.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Acres Preserved, millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>0.2 0.4 0.0</td>
</tr>
<tr>
<td>1981</td>
<td>2.0 1.5 0.5</td>
</tr>
<tr>
<td>1991</td>
<td>21.0 35.0 40.5</td>
</tr>
<tr>
<td>1999</td>
<td>19.0 56.0 66.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Members, thousands</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>28</td>
</tr>
<tr>
<td>1981</td>
<td>129</td>
</tr>
<tr>
<td>1991</td>
<td>600</td>
</tr>
<tr>
<td>1999</td>
<td>1,049</td>
</tr>
</tbody>
</table>

1Includes lease income, planned gifts, fund sales, and donations.
Includes (or paid-in) acquisition fees, payments made to conservancies to keep lands in conservation status (conservation easements, easements, licenses, and management agreements).

Source: The Nature Conservancy

Internally

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Group Discussion

Break out into groups; let’s talk!

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1. What data do you have now? Where did this data come from?

Discussion questions:
Discussion questions:

2. What is your ideal dataset? What do you want to use it for?
3. What steps can you take to get your ideal dataset based on what you currently have?
Regroup

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