

Introduction to Data strategy and Intelligence for Non-Profits

Overview:

In today's data-driven world, nonprofits can unlock powerful insights to improve decision-making, demonstrate impact, and optimize operations. This session provides a beginner-friendly introduction to data strategy and intelligence, tailored specifically for nonprofit organizations. Participants will learn the basics of collecting, managing, analyzing, and using data effectively to achieve their mission. Through real-world examples, interactive discussions, and practical tips, this session will equip nonprofits with the tools and knowledge to start building a data-driven culture.

Duration: 1 Hour

Target Audience:

- **Nonprofit professionals** who want to understand how data can enhance their organization's impact.
- **Executive directors, program managers, and fundraising teams** looking to make data-driven decisions.
- **Nonprofit staff or volunteers** who are new to data strategy and want to learn the basics.

Pre-requisites:

To get the most out of this session, participants should have :

- ✓ **Basic familiarity with their organization's operations:** Understanding the nonprofit's mission, programs, and goals will help contextualize the use of data.
- ✓ **Interest in data-driven decision-making:** No prior technical expertise is required, but a willingness to learn and explore data is essential.
- ✓ **Open mindset:** Participants should be ready to think about how data can be applied to their specific nonprofit context.

Content Coverage :

1. Introduction
2. Importance of Data in Nonprofits
 - Improved decision-making
 - Enhanced program effectiveness
 - Better donor relations
 - Increased transparency and accountability
3. Key Components of a Data Strategy
 - Data Collection
 - Data Storage/Management
 - Data Analysis
 - Data Usage
 - Data Visualization
 - Data-Driven Decision-Making
4. Steps to Build a Data Strategy
 - Define Goals
 - Identify Key Data
 - Choose the right Tools
 - Create a Plan
 - Train Your Team
 - Monitor and Adjust