

KOENIG SOLUTIONS • COURSE OUTLINE

Introduction to Data Strategy and Intelligence for Non-Profits

Learn to build a basic data strategy for nonprofits, from collecting and storing data to analysing it and driving decisions.

1 Hour

DURATION

4

MODULES

15

TOPICS

COURSE 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.

WHO THIS COURSE IS FOR

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

PREREQUISITES

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.

What You Will Learn

- Explain why data matters for nonprofit decision-making and impact
- Describe how data improves program effectiveness and donor relations
- Identify the key components of a nonprofit data strategy
- Compare methods for data collection, storage and analysis
- Apply data visualization to support data-driven decisions
- Define goals and identify key data for a data strategy
- Plan the steps to build and implement a data strategy
- Assess how to train teams and monitor a data strategy

COURSE SYLLABUS

4 Modules, 15 Topics

01

Introduction

02

Importance of Data in Nonprofits

TOPICS

Improved decision-making · Enhanced program effectiveness · Better donor relations · Increased transparency and accountability

03

Key Components of a Data Strategy

TOPICS

Data Collection · Data Storage/Management · Data Analysis

DATA USAGE

Data Visualization · Data-Driven Decision-Making

04

Steps to Build a Data Strategy

TOPICS

Define Goals · Identify Key Data · Choose the right Tools · Create a Plan · Train Your Team · Monitor and Adjust

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com