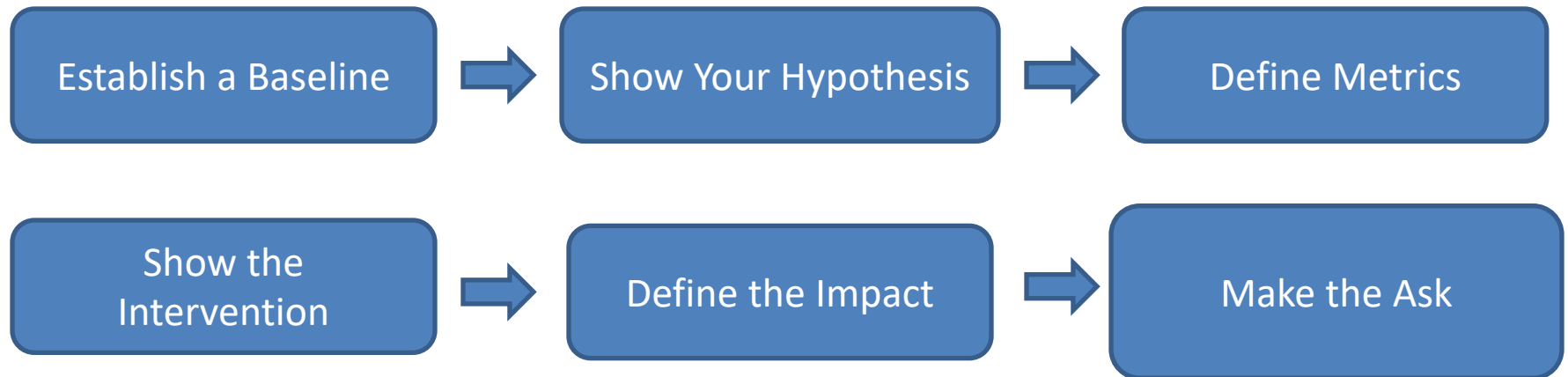




Using Data to Pitch Your Solution

Pull Your Funder Into the Story

- Bring your funder along



Create a Baseline

- Data to describe a problem through the funder's lens
- Only look at focus area
 - Zoom maps in
 - Identify hotspots – the more granular the more accurate
 - Use local data

When There Are no Data

- Collect what you can't find
 - Local information like no-shows
 - Focus on your target group
 - Work with partners, surveys, design how you can get the data you need

Show Your Hypothesis

- This intervention for this specific group will affect these indicators
 - Example: Automatically scheduling trips to follow-up appointments for discharge patients will reduce noncompliance and readmissions

Defining the Right Metrics

- Identify shared goal between your organization and funder
- Measure changes based on your hypothesis
- Answer these questions:
 - What outcome(s) do we want?
 - What does success look like for this program?
 - What does success look like for target clients?
 - Is there a clear cause and effect?
 - Can the metrics be collected?

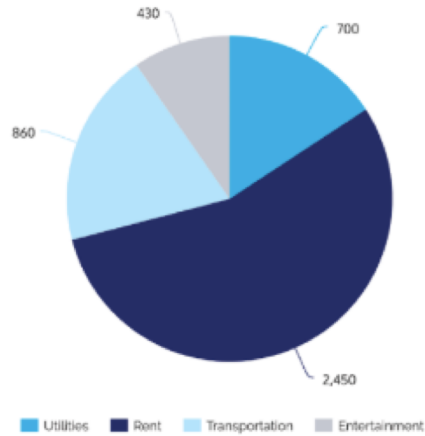
Describe the Intervention

Define the Impact

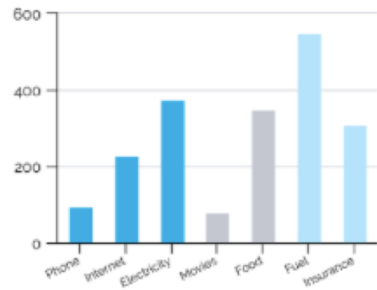
- Visualize it
 - Report Cards
 - Dashboards
 - Infographics
- Focus on your population, how you specifically affected them
- Follow the money

Successful Visuals

- Clean
- Draw attention to main point
- Easy to comprehend
- Don't mix inconsistent data



Money Spent
Summary of how much money was spent on the month of January.



Expense By Sub-Categories
Total expenses are broken into different categories for a closer look into where the money was spent.

Category	Budget	Expense	Budget - Expense
Phone	80	95	-15
Internet	250	230	20
Electricity	300	375	-75
Movies	85	80	5
Food	300	350	-50
Fuel	650	650	100
Insurance	250	310	-60

Spent vs. Saved
Budget was originally \$1915. A total of \$1990 was spent on the month of January which exceeded the overall budget by \$75.

Mortality rates in the U.S. by category of deaths

CAUSE OF DEATH	EST. DEATHS PER 100K		
	1980	TREND	2014
Cardiovascular diseases	507.4		252.7
Cancers	240.2		192.0
Neurological diseases	80.3		95.4
Diabetes, blood and endocrine diseases	46.2		55.9
Chronic respiratory diseases	40.8		52.9
Diarrhea and common infectious diseases	38.5		30.0
Self-harm and interpersonal violence	25.2		19.6
Unintentional injuries	23.8		19.1
Cirrhosis and other chronic liver diseases	19.9		16.8
Digestive diseases	19.9		14.2
Transport injuries	25.2		13.8
Mental and substance use disorders	4.6		13.4
Other non-infectious diseases	9.7		5.8
Neonatal disorders	9.2		3.3
Musculoskeletal disorders	2.8		2.9
HIV/AIDS and tuberculosis	1.5		2.7

GROW A LIVING SALAD BOWL



A REFRESHING SUMMER SALAD MAKES A PERFECT MEAL, ESPECIALLY WHEN YOU'RE HARVESTING HOMETOWN TOMATOES, HERBS AND VEGGIES.

Discover how to plant a summer salad garden that will deliver all season long.



Salad is a meal at least once a week for **59%** of Americans.



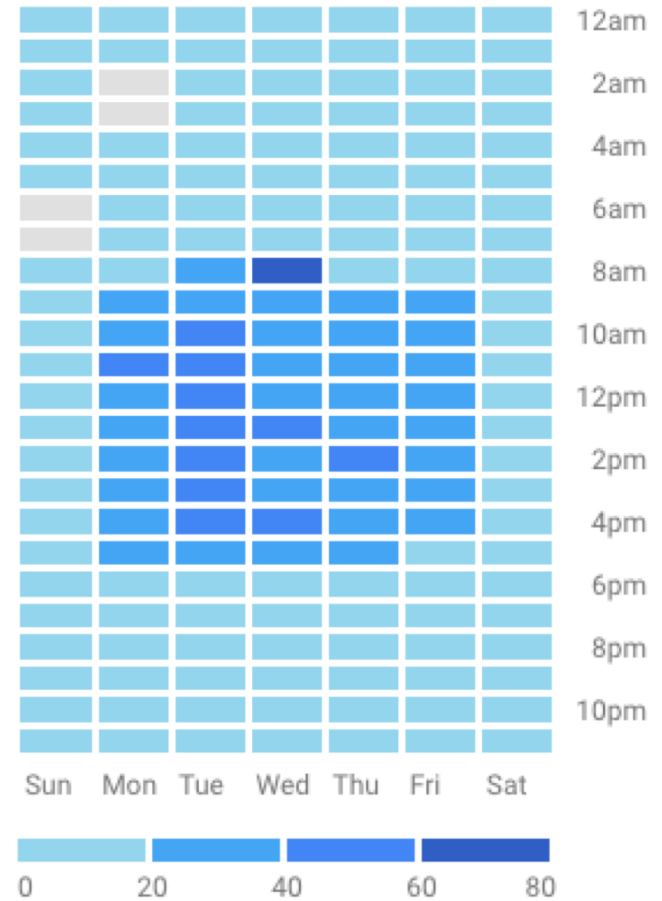
MILLENNIALS (age 18-34) are the fastest-growing group of food gardeners today.

1 SQ. FT. OF SOIL CAN GROW 2 TO 6 LBS. OF fresh food per year!



SWEET BASIL IS one of the most popular kitchen herbs worldwide.

Users by time of day



Last 30 days ▼



National Center for Mobility Management

Make the Ask

- How much do you need to invest in the transportation intervention?
- What does the intervention change?
- What are those changes worth?
- What is the difference between investment amount and revenue growth/savings