

Data, donors, and fundraising

Using data to tell your organization's story

Jackie Aman, Research Scientist
Justin Hollis, Research Scientist

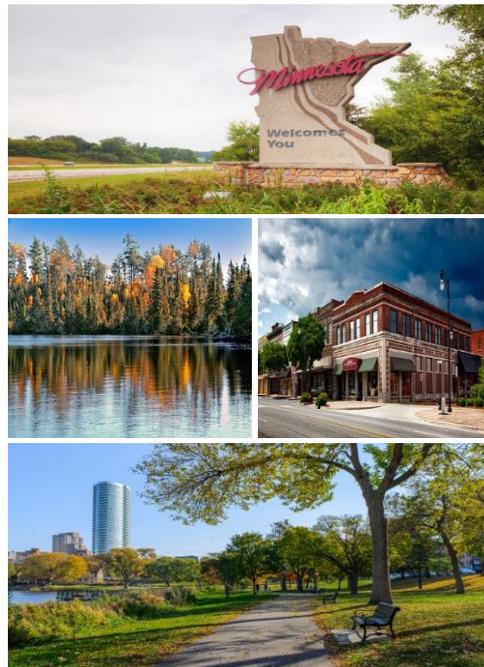
MINNESOTA **COMPASS** | mncompass.org

 @MNCompass

Measuring progress. Inspiring action.

Agenda

- Framing
- Introduction to Minnesota Compass
- Four stories of local impacts from Minnesota Compass users
- Demonstration of Minnesota Compass tools



I am here because I want to...

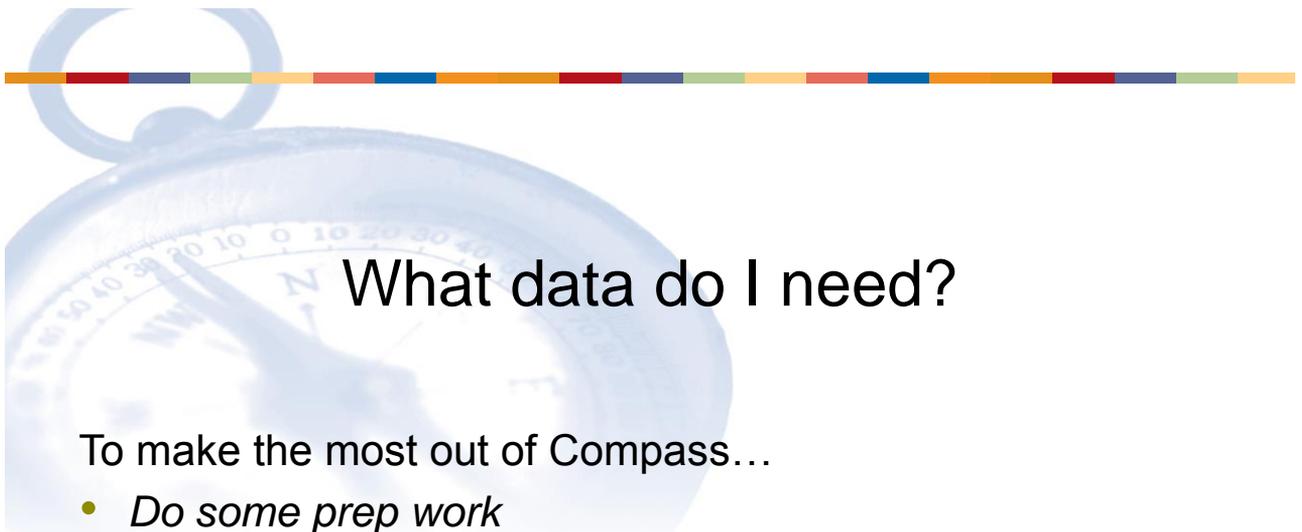


1
Show the need
for my program /
service

2
Learn about the
community with
which we work

3
Measure
broader impact
of our program

4
Satisfy my inner
data geek.
I ♥ data!



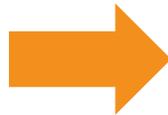
What data do I need?

To make the most out of Compass...

- *Do some prep work*
- *Ask some tough questions – and get a variety of people to weigh in*

What data do I need: Prep work

- Be clear about your data (and evaluation) goals - *from which door(s) are you entering?*



Assessment

- Show program need
- Learn about my community

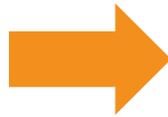
What data do I need: Prep work

If you are looking to ASSESS:

- **Convene stakeholders.** What perspectives are needed?
- **Define what you mean by *community*.** Geographical boundaries? Resident characteristics? Shared experiences?
- **Develop clear assessment questions.** Ensure they are specific measurable
- **Identify other data sources.** No data without stories; no stories without data

What data do I need: Prep work

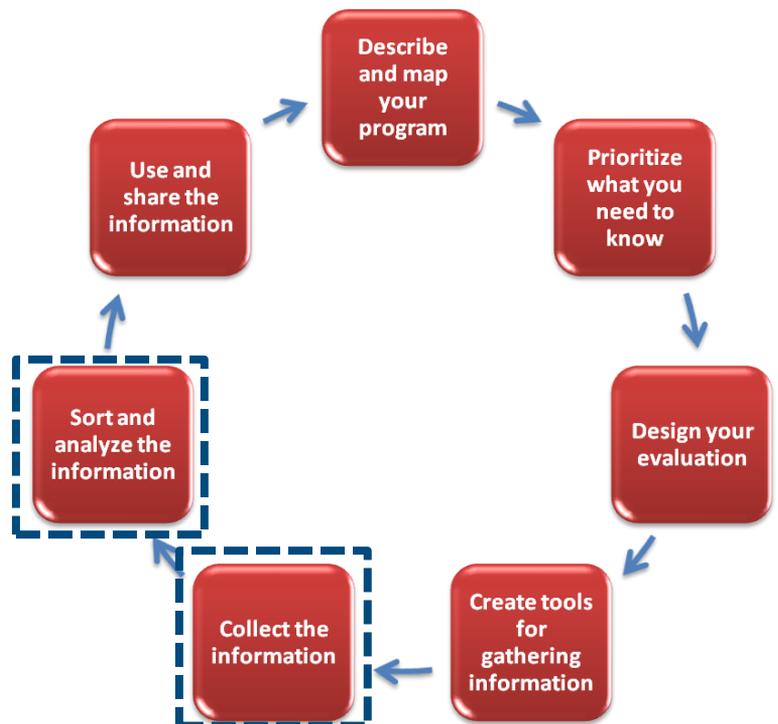
- Be clear about your data (and evaluation) goals - *from which door(s) are you entering?*



Evaluation

- Measure broader program impact

If you are looking to EVALUATE:



Prep work: Mapping your program

- Helps you explain how you intend to get from “A” to “B”
- Identify short, intermediate, and long-term impacts
- Spelling out how your program leads to an outcome can help identify *realistic* indicators for measuring impact



Prep work: Mapping your program



- IF the activity/program is provided **then** what should be the result (impact) for participants?
- What **inputs** or **resources** are needed?
- What **contextual elements** are addressed?
- What **activities** needs to happen, and in what **intensity** and **duration**, for participants to experience the desired **outcome**?

What data do I need: SUMMARY

- Do prep work before diving in
- Ask some (potentially) tough questions of your program/org
- Involve a variety of people in defining and answering those questions



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What is MN Compass?

Minnesota Compass provides a common foundation of information to effectively address community issues and measure progress in solving them.



Wilder Research operates Minnesota Compass on behalf of a collaborative of foundations

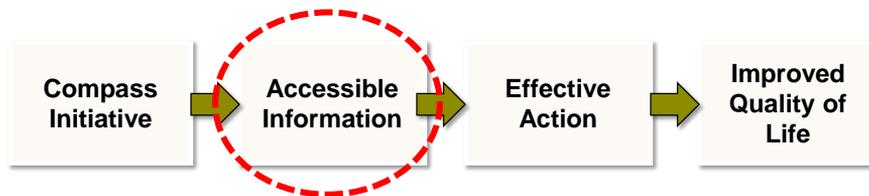
- 3Mgives
 - Blue Cross and Blue Shield of Minnesota Foundation
 - Boston Scientific
 - Otto Bremer Trust
 - Bush Foundation
 - Greater Twin Cities United Way
 - Initiative Foundation
 - The Jay & Rose Phillips Family Foundation of Minnesota
 - Mardag Foundation
 - The McKnight Foundation
 - Community Leadership Fund of The Minneapolis Foundation
 - Northwest Minnesota Initiative Foundation
 - The Saint Paul Foundation
 - Wells Fargo Foundation Minnesota
 - Amherst H. Wilder Foundation
- 

Building strong communities

- Understanding the trends, to plan for them
 - Making sure to have representation from all parts of our state
 - Shaping policies for greatest reach and impact
 - Maintaining an informed public
- 

How does Minnesota Compass work?

A Simple Logic Model



Measuring progress, inspiring action

Why is Compass an important resource?

Compass gives everyone in our state; policymakers, business and community leaders, and concerned individuals who live and work here a common foundation to identify, understand, and act on issues that affect our communities.

We do this by...



Providing **unbiased** and **credible** information



Tracking trends and measuring progress on issues in Minnesota's communities that impact our shared **quality of life**



Identifying **disparities** by including trend data by race, age, gender, and income



Providing **additional resources** for addressing issues

Minnesota Compass (mncompass.org)



Aging



Children & Youth



Civic Engagement



Demographics



Disparities



Early Childhood



Economy



Education



Environment



Health



Housing



Immigration



Public Safety



Transportation



Workforce

How can I use Compass data to tell our story?

“We’ve relied on Minnesota Compass data to inform our work and strategic plan. The information we most commonly use includes racial demographics, disparities in income levels, availability of jobs, and median income levels. We work in both Minneapolis and Saint Paul, but the data helped us hone in on our “primary” neighborhoods of focus: the Lake Street area in South Minneapolis, North Minneapolis, Frogtown and Rondo along University Avenue in Saint Paul, and Payne-Phalen on the East Side of Saint Paul.” - NDC



Above: Daymn Johnson (right) and friend Dedrick Young started [Grooming House Barbershop](#) with the help of a Neighborhood Development Center microloan.

“Besides using it for our community forum last summer, Compass has been used to initiate conversations within our organization to have an informed perspective of the community's makeup, and with our partner organizations to evaluate the situation of the neighborhood. With that basic data in mind, we are drafting recommendations to increase the well-being of the Phillips residents through accessing healthy food, growing their own food, and physical activity.”

– Rosa Tock, project coordinator, Waite House



Above: Waite House/Pillsbury United Communities Food Distribution Program Produce Giveaways: Free distribution of vegetables and/or fruit every 2nd and 4th Wednesday of each month.

“We used the North Minneapolis neighborhood data to strengthen our evaluation by gaining context and understanding. All of the neighborhoods we are working in have higher-than-usual levels of poverty, low educational attainment, and less housing stability than many other regions of the city.

We also drew on the profiles to write more powerful, data-driven grant proposals.

The clear portrayal of disparities in the North Minneapolis profiles showed us a clear, continuing need for the Stand Up Participate program, and its expansion. We believe supporting young people of color and their families is one way to improve the health and well-being in people of color in our community. At the moment, we're looking into more grant opportunities to expand our efforts in North Minneapolis and the region.”

– Jenna Yanish, development and outreach specialist, HACER



Above: [Stand Up Participate](#), a program of [Asian Media Access](#), works with youth to integrate public health and community policing to reduce disparities in access to public health services and violent crimes.

“We generally focus on statistics on age, income, ethnicity, and household size in the Hamline-Midway neighborhood. Information about St. Paul as a whole is also important to see how the Hamline-Midway area compares to the city. We also compare our neighborhood to other neighborhoods.

Since using Compass data, we’ve become more aware of issues right in the neighborhood, such as the diversity of income levels and poverty, and as a result we have implemented more social justice-related programs to assist lower-income members of the neighborhood.

Also, while our congregation has a large contingent of older citizens, Compass data has helped us rethink how we can be more welcoming and offer better programs to those between 18-65 years old, which is the dominant age range in the neighborhood.”

– Ross Hackenmiller, outreach coordinator, [Hamline Church United Methodist](#)



Above: Outdoor bread oven for food-related ministries at [Hamline Church United Methodist](#).



Minnesota Compass Tools

See how Minnesota is doing across a wide variety of topic areas.

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- | | | | |
|--------------------------------------|---------------------------------|--------------------------------|----------------------------------|
| Aging | Early Childhood | Housing | Special Projects |
| Arts & Culture | Economy | Immigration | Risk & Reach |
| Children & Youth | Education | Public Safety | STEM |
| Civic Engagement | Environment | Transportation | |
| Demographics | Health | Workforce | |
| Disparities | | | |

NEW



Choose Your Data Adventure: Build Your Own Data Profile!

Get ready to choose your own data adventure, Minnesota! The Build Your Own statewide data tool is here. In this article, Compass



Student proficiency on educational assessments remains flat

About 6 in 10 Minnesota students meet state standards in 3rd grade reading, 5th grade science, and 8th grade math. Trends in student achievement across all three



Select the data YOU want!

Create a custom profile for your area of interest anywhere in Minnesota.

[CHECK IT OUT >](#)

GEOGRAPHIC PROFILES

Find data organized by geographic area. Get profiles for the state, Minnesota's 7 regions, 87 counties, cities with populations of 1000+, and select neighborhoods.

[VIEW NOW >](#)

STAY INFORMED

@MNCompass

See trends, interpretation, and analysis from the Compass team.

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- | | | |
|---|---|---|
| Articles & analysis | Special Projects | Compass Points 2018 |
| Featured trends | Rochester/Olmsted County Compass Points (PDF) | |
| New data | | Download Compass Points PDF |

NEW & NOTEWORTHY



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Get in-depth data profiles for Minnesota communities.

[Browse all profiles](#)

[Build your own profile](#)

Search by name

Special Projects

[Duluth neighborhoods](#)

[Iron Range Resources & Rehabilitation Service Area](#)

[Minneapolis-St. Paul neighborhoods](#)

[Twin Cities region](#)



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PROFILE



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GEOGRAPHIC PROFILES

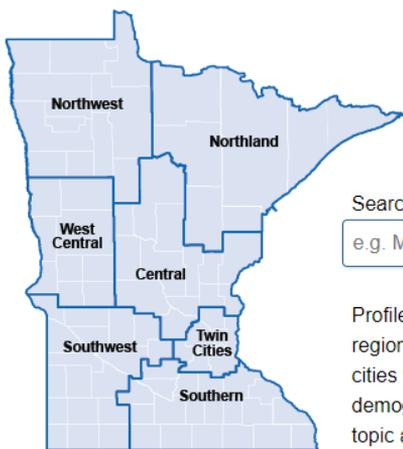
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[VIEW NOW >](#)

STAY INFORMED

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GEOGRAPHIC PROFILES



Search all profiles

Profiles are available for the state as a whole, the 7 regions of the state, Minnesota's 87 counties, and all cities with populations of 1,000+. Each profile contains demographic information and data across Compass topic areas.

Custom data profiles

TWIN CITIES REGION CUSTOM PROFILES

BUILD OR DRAW YOUR OWN GEOGRAPHIC PROFILE

Create a data profile in one of two ways: build a profile to view or compare standard geographies or use the draw tool to create your own geographic boundaries.

Choose **BUILD** and click on the map to select desired area(s). Use the optional Compare feature to view two sets of selected area(s) side by side.

- OR -

Choose **DRAW** and use a drawing tool to draw your own boundaries on the map.

[Learn more about how to get started here](#)

[Questions? See the FAQ.](#)

Build **Draw**

Draw a custom profile

Step 1: Select a reference layer

- None
- Counties
- Cities and Townships
- School Districts
- Metropolitan Communities
- Metropolitan Neighborhoods
- Light Rail Station Areas
- Rapid Bus Station Areas
- Zip Codes
- Census Tracts

Step 2: Select a drawing tool

Shape: Shape Line Point

Buffer:

Click on the map to begin drawing. Double click to finish drawing lines or shapes.

Nothing selected yet

[Undo](#) [Redo](#) [Clear](#)

Application and data selection tools developed and powered by Ecompass LLC, Eden Prairie, MN

Your profile will be displayed below.

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Custom Mapping Tool Available Data:

- Total Population
- Race/Ethnicity
- Age
- Housing
- Income and Poverty
- Employment
- Educational attainment
- Transportation

Data Sources:

- American Community Survey (5-year estimates)
- Longitudinal Employment Household Dynamics Data
- Decennial Census



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Home Topics Geography Insights

Welcome!

The Build Your Own Profile tool lets you choose geographies or draw your own to get data. Using the map, you can combine, compare, or draw geographies to create a custom profile. There are a few things you should know:

- Geography views:** Select among multiple geography types to locate your area of interest.
- Zooming:** Use the controls in the top left area of the map, your mouse's scroll wheel, or pinch on touch devices.
- Build mode:** Combine as many geographic areas on the map as you want. Use the (X) next to each geography's name to delete a selection. Add a second geographic area to compare side-by-side.
- Draw mode:** Choose your drawing tool and click on the map to create a shape. Double-click to finish drawing shapes or lines.

Don't show this message again

Get started!

Build a Profile **Draw a Profile** **Help**

Step 1: Choose a geography view

Statewide

- Cities
- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions
- MN House Districts
- MN Senate Districts

Step 2: Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3: Compare (optional)
Add Comparison

View Profile **Start Over**

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Build a Profile Draw a Profile Help

Step 1: Choose a geography view ?

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 - House Districts
 - Senate Districts

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Home Topics Geography Insights

Build a Profile Draw a Profile Help

Step 1: Choose a geography view ?

- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions
- MN House Districts
- MN Senate Districts
- US Congressional Districts
- ZIP codes
- Census tracts

Step 2: Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

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Add Comparison

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Home Topics Geography Insights

Build a Profile Draw a Profile Help

Step 1: Choose a geography view ?

- MN Senate Districts
- US Congressional Districts
- ZIP codes
- Census tracts
- Cities Only
- Light Rail Station Areas
- Rapid Bus Station Areas

Step 2: Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3: Compare (optional)
Add Comparison

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Home Topics Geography Insights

Build a Profile Draw a Profile Help

Step 1: Choose a geography view ?

- Twin Cities Only
- Light Rail Station Areas
- Rapid Bus Station Areas
- Mpls-St Paul Neighborhoods
- Mpls-St Paul Communities
- Cities and Townships
- Duluth Only

Step 2: Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3: Compare (optional)
Add Comparison

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Home Topics Geography Insights

Build a Profile Draw a Profile Help

Step 1: Choose a geography view ?

- Mpls-St Paul Neighborhoods
- Mpls-St Paul Communities
- Cities and Townships
- Duluth Only
 - Duluth neighborhood districts
 - CDBG areas
 - Public elementary school boundaries

Step 2: Make selections
Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3: Compare (optional)
Add Comparison

View Profile Start Over

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Step 2: Make selections
Click on the map to pick area(s) for your profile.

Clear All

(x) Ramsey

Step 3: Compare (optional)
Add Comparison

View Profile Start Over

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**Demographics****Ramsey County**

- Total population (2012-2016)
- Gender and Age (2012-2016)
- Race and Ethnicity (2012-2016)
- Foreign-born (2012-2016)
- Language Spoken (2012-2016)
- Disability (2012-2016)
- Residence one year ago (2012-2016)

**Economy**

- Household income (2016 dollars) (2012-2016)
- Poverty (2012-2016)

**Health**

- Health Coverage (2012-2016)

**Housing**

- Total housing units (2012-2016)
- Owned and Rental Housing (2012-2016)
- Year Built (2012-2016)
- Households (2012-2016)
- Households by Type (2012-2016)
- Year householder moved into unit (2012-2016)
- Cost-burdened households (2012-2016)
- Rent Paid (2012-2016)

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**Transportation**

- Vehicles per household (2012-2016)
- Transportation to work (2012-2016)
- Travel time to work (2012-2016)

**Workforce**

- Educational Attainment (2012-2016)
- Working Adults (2012-2016)
- Total Employed Workers (LEHD) (2015)
- Worker Age (2015)
- Workers by Earnings (2015)
- Workers by Industry of Employment (2015)
- Workers by Race (2015)
- Workers by Educational Attainment (2015)
- Workers by Employment Location (2015)
- Workers by Distance to Employment Location (linear) (2015)

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 - MN House Districts
 - MN Senate Districts

Step 2: Make selections
Click on the map to pick area(s) for your profile.
[Clear all](#)

- (x) Ramsey
- (x) Dakota
- (x) Washington

Step 3: Compare (optional)
[Add Comparison](#)

[View Profile](#) [Start Over](#)

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Build a Profile Draw a Profile Help

Comparison mode

[Edit Comparison Area 1](#)

Comparison Area 2

Step 1: Choose a geography view

- Statewide
 - Cities
 - Counties
 - School Districts
 - Minnesota Initiative Foundation Region
 - Economic Development Regions
 - MN House Districts
 - MN Senate Districts

Step 2: Make selections
Click on the map to pick area(s) for your profile.
[Clear all](#)

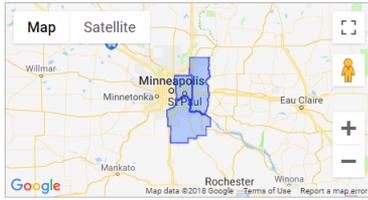
- (x) Anoka
- (x) Hennepin
- (x) Carver

[View Profile](#) [Start Over](#)

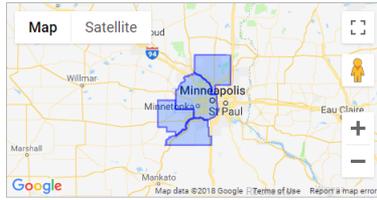
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CUSTOM GEOGRAPHIC PROFILE

At-a-glance facts about residents, households, and workforce. Data are largely derived from the U.S. Census Bureau. When a data point is missing or considered unreliable, it will not display or be labeled suppressed. See information about geographic profile sources.

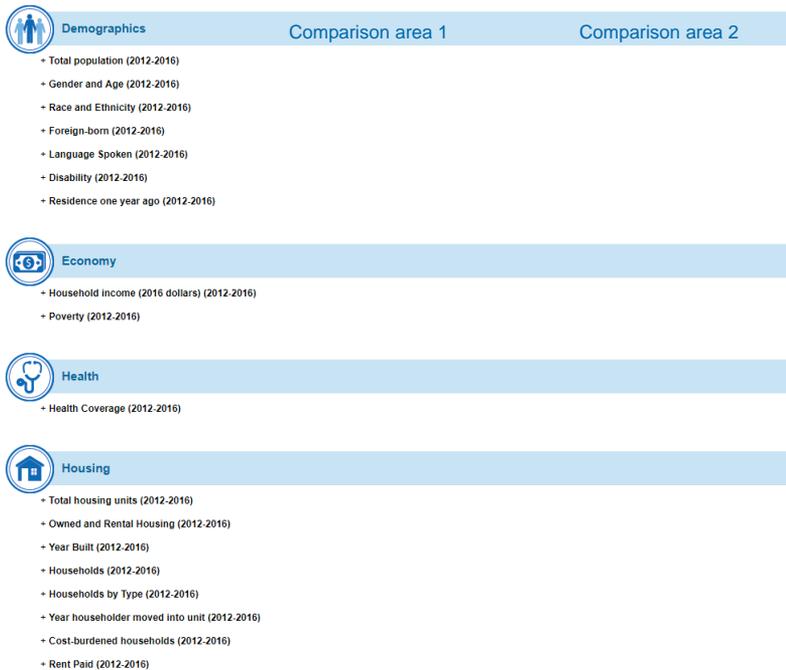


Comparison Area 1 combined Counties:
Washington, Ramsey, Dakota



Comparison Area 2 combined Counties: Anoka, Scott, Carver, Hennepin

[Bookmark or share this profile](#)
[Print this profile](#)
[Expand All](#)
[Show Margins](#)





Housing

Comparison area 1

Comparison area 2

- Total housing units (2012-2016)
- Owned and Rental Housing (2012-2016)
- Year Built (2012-2016)
- Households (2012-2016)
- Households by Type (2012-2016)
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Transportation

- Vehicles per household (2012-2016)
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Workforce

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- Workers by Employment Location (2015)
- Workers by Distance to Employment Location (linear) (2015)

**More data
for
smaller
geographies
across the
entire state!**



Cost of living and wages



Transportation barriers



Broadband access



Child care

Compass data is great AND consider...

- Supplementing the numbers (quant data) with stories (qual data)
 - Put a name, face, and real-life story to a broader trends
 - Can help unpack the numbers; learn the nuance
- Other useful methods:

Ripple effect mapping

Focus groups

Community conversations

One-on-Ones

Talking circles

Graphic harvesting

Compass data is great AND consider...

- Measuring short and intermediate impacts along the way
 - Celebrate the small successes
 - Collect unexpected impacts (good and bad)
 - Make course corrections along the way

Compass can help with this



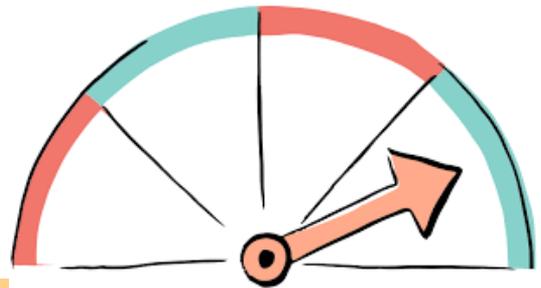
Short-term outcomes	Intermediate outcomes	Longer-term outcomes
Occur immediately or very soon after program delivery	Occur more gradually, often over weeks or months	More widespread or complex changes that may take years to occur
Most often changes in attitudes, knowledge, or skills	Most often changes in participant behavior or practices	Often changes in status, or community-level changes in economic, social, or environmental conditions

Contribution vs. Attribution

- How can we **attribute** large-scale changes to our program? Aren't there are other programs and contextual factors that could explain these changes?

Make your case **for contribution** with:

- Multiple sources of data
- Data from different time points
- Transparency with other contributors



Questions?

Thank you and keep in touch!

E-newsletter:

Text **MNCOMPASS** to **22828**
or visit mncompass.org



@mncompass

justin.hollis@wilder.org
jackie.aman@wilder.org

