

# DATA VISUALIZATION & STORYTELLING



TECHIMPACT<sup>SM</sup>

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## About Tech Impact

At Tech Impact, we believe technology can do amazing things. That is why we have partnered with hundreds of nonprofits organizations around the world since 2003: to help each one realize the potential of technology to achieve their mission.

Our goal is to provide solutions that are enterprise-class, extremely affordable (to the point where cost is not a barrier), and accessible by a wide variety of charitable organizations. In short, we want to ensure that nonprofit organizations everywhere are enabled by technology rather than constrained by it.

### Tech Impact offers services to nonprofits in the following areas:



#### Help Desk

Tech Impact's Managed IT Services is a complete nonprofit technology support solution that includes proactive maintenance of desktops, laptops and servers, a live help desk, unlimited support tickets, and comprehensive account management.



#### File Management

Tech Impact helps organization's like yours move to true cloud-based storage. Work from anywhere, anytime. Get access to new collaborative tools. And never worry about closing because of lost data.



#### Cloud Services & Technologies

Tech Impact helps organizations implement new technologies to reduce their expenses, collaborate more effectively, and work better in the event of disasters. We help organizations eliminate their servers and move to the cloud.



#### Data Management

Tech Impact offers outsourced data management to nonprofit organizations. With us, you'll have access to nonprofit professionals who work with nonprofits, and with data, every day.



#### Telecommunication & Collaboration Tools

Unified Communications for Nonprofits: Phones, Email, Online Meetings and More.



#### Digital & Social Media Marketing

Nonprofit social media and content marketing for less than the cost of a full time employee to educate and attract donors, volunteers, members, and media integral to your digital marketing success.

### We also offer several community-based programs including:

Our award winning 16-week program that changes lives. ITWorks offers a free, immersive IT training program to vulnerable young adults (high achieving high school graduates, 18-24, who have not moved on to college). Students receive a professional certification in IT and a real-world internship inside leading corporations and nonprofits.

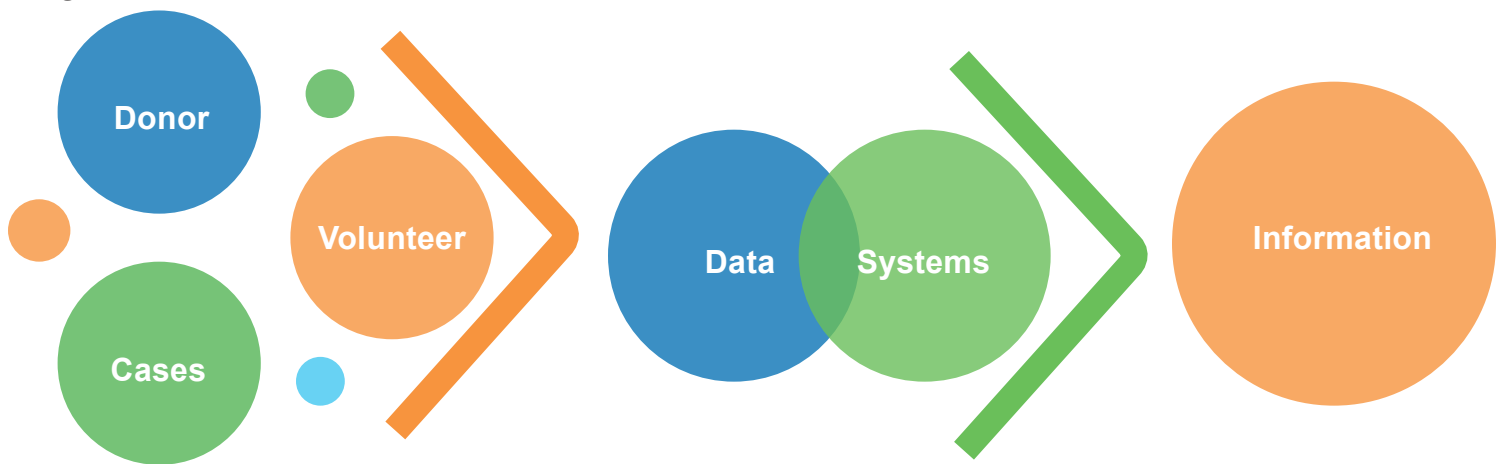


PC Donation Program matches computers from companies like Independence Blue Cross and Reed Technology, with volunteer-led refurbishment services from companies like Capital One. The refurbished computers are then distributed, at no cost, to nonprofit organizations who are in need of them.

## Data Management Overview

Nonprofit organizations increasingly rely on data to manage relationships with donors, volunteers, funders and the community. Data is critical for non-profits to meet revenue goals, meet funding requirements, measure impact of services, improve client outcomes and share information with the community. Nonprofits use several methods of capturing and tracking information. Managing these systems is becoming more complex and absolutely necessary to the success of our missions.

The goal of any database is to allow the user to **turn data into information**. At Tech Impact, we understand how much time and effort is required to manage data, support users, create meaningful reports and generally get the most out of data systems. Unfortunately, hiring a data manager is not practical for most organizations.



Tech Impact offers data management services that fill this gap and help move your organization forward. We have invested in developing a team of nonprofit data specialists who work with nonprofits, and with data, every day. Our Data Specialists provide services across all stages of data management. We provide services in the following areas:

- Data Assessment
- Database Selection & Implementation
- Data Analytics, Visualization and Storytelling

Yes, you read that last one correctly. Our Data Team can help you tell your story using the data that you have regardless of the format. We understand that sometimes your “database” is just an Excel spreadsheet or you may have an expensive data system but still cannot get the right reports to run. Our team uses their expertise, the latest tools, and big data to help you produce the information that will help you tell your story.

# Data Analytics and Storytelling

Collecting data is one thing, making use of it is another task entirely. Tech Impact can help you answer key questions or tell compelling stories with your data. **These services are also included with any Data Support contract.**

Our Data Analytics and Storytelling can make use of your data, no matter what format it is in. Excel, Salesforce, eTapestry, you name it. (Almost) no data set is too poor quality for us to analyze.

## Build Self-Service Analytic Tools

Tech Impact can build self-service analytics tools so your organization can understand your data in real time without continually paying a consultant. We are committed to making you self-sufficient with your data.

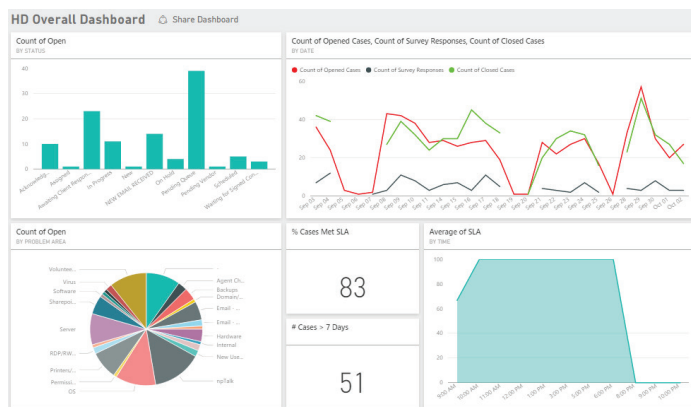


Figure 1: Live PowerBI Dashboard

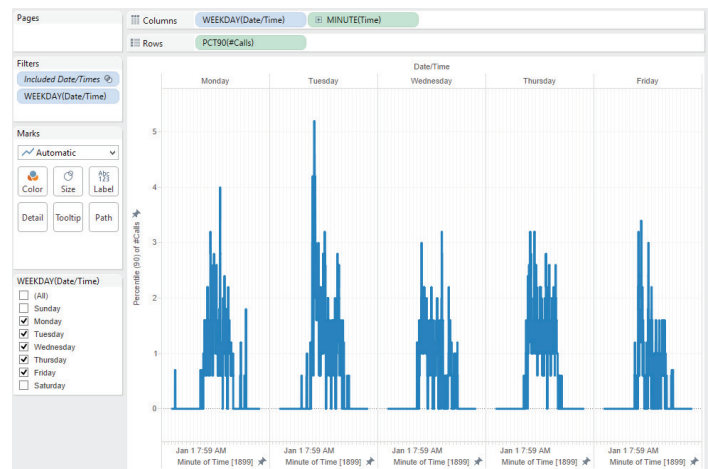
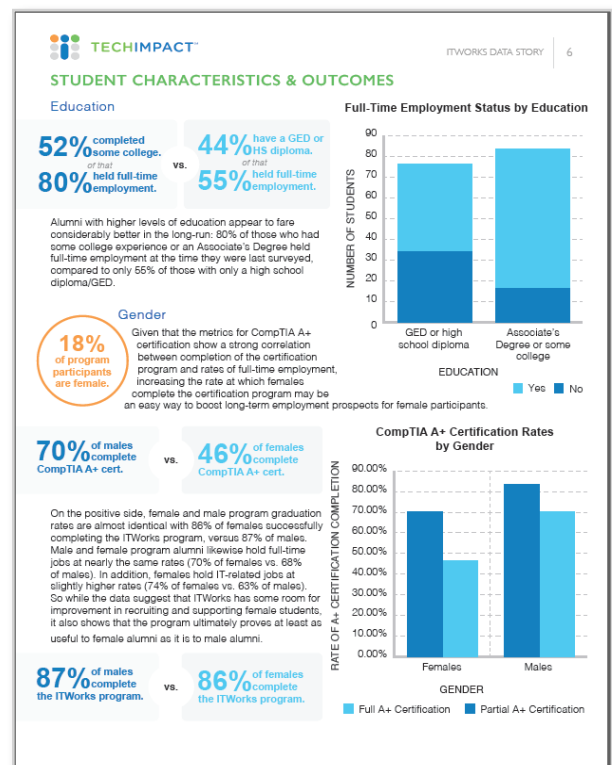


Figure 2: Tableau Visualization

## Storytelling

Do you have a grant report or request you need to put together? An annual report or a document for your board of directors? Tech Impact can create a full-color, beautifully formatted document specific to your organization's needs. We'll explore your data and pull out information relevant to the case you are trying to make.

Just tell us your audience and your goals and provide us with your data in whatever format you have it in. We'll do the rest. Tech Impact understands more than just data, we understand how the nonprofit world actually works.



## Our service has 2 components:

### Data Visualization

Our Data Team will use your existing data to create visualization dashboards to help answer questions about your organization's impact. Examples may include:

- Where are our most loyal donors located?
- Where are we making the biggest impact with our service?
- How has our program improved literacy rates for our participants?

The dashboards will be created using Tableau or PowerBI and can be accessed by your team through a web browser. Your team can use the information to enhance reports or grant applications. Our team will provide user training to one or more staff people to manually update the dashboard as new data becomes available.

**This service is offered at flat fee starting at \$900 based on one data set and dashboard creation. Additional data or dashboards would require additional fee.**

Our Data team can also provide automated updates in some cases. Automated updates requires your organization to purchase upgraded licensing through Microsoft and provide data sources that can work with automated update settings. This service would require additional set up and user training.

### Storytelling

Our Data Team will use your existing data to create visualization dashboards. We will also pull in data from other source(s) to create dashboards that help to show your organization's impact in a larger context. We will also analyze the results and offer narrative based on the questions that you need answered.

- Which areas have donors that may be interested in supporting our organization?
- What communities are underserved and in need of our service?
- How has our program improved literacy rates in our community?

The dashboards will be created using Tableau or PowerBI and can be accessed by your team through a web browser. Our team will provide user training to one or more staff people to manually update the dashboard as new data becomes available.

**This service is offered at flat fee starting at \$1900 based on one data set and dashboard creation. Additional data or dashboards would require additional fee.**

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