



UPMETRICS 

# Becoming Data Driven

*4-Step Approach to Leverage Data to Make Informed Decisions, Build Capacity, and Tell Your Story*



We live in a  
data-driven  
world.

**Data is shaping the present and future.** Collecting data and understanding trends is allowing us to more accurately predict outcomes, better understand correlation, and build more sustainable models for nearly every industry.

- Starbucks knows that their stores will make money, even when they're across the street from one another.
- Researchers at Northeastern University can predict the flu... using Twitter data.

In our increasingly data-driven world, access to data is no longer a “nice to have.” It is essential for any organization across every sector.



Data is transforming how the philanthropic sector drives impact.

From program design, to resource allocation, to storytelling for fundraising, **data is changing how operators and funders drive impact.**

Access to data allows us to:

- Track progress towards goals and **measure impact** of programs
- Simplify how we leverage quantitative and qualitative information to **tell a story** of impact
- Effectively **allocate resources**
- **Design quality programs** based on actionable insights
- **Fundraise** more efficiently
- Make informed decisions and **leverage** your information



While leaders in the philanthropic sector agree that collecting, analyzing, and leveraging data to drive impact is the goal, becoming data driven doesn't happen overnight. Organizational leadership must work closely with stakeholders to address the following key challenges on the path towards becoming data driven.

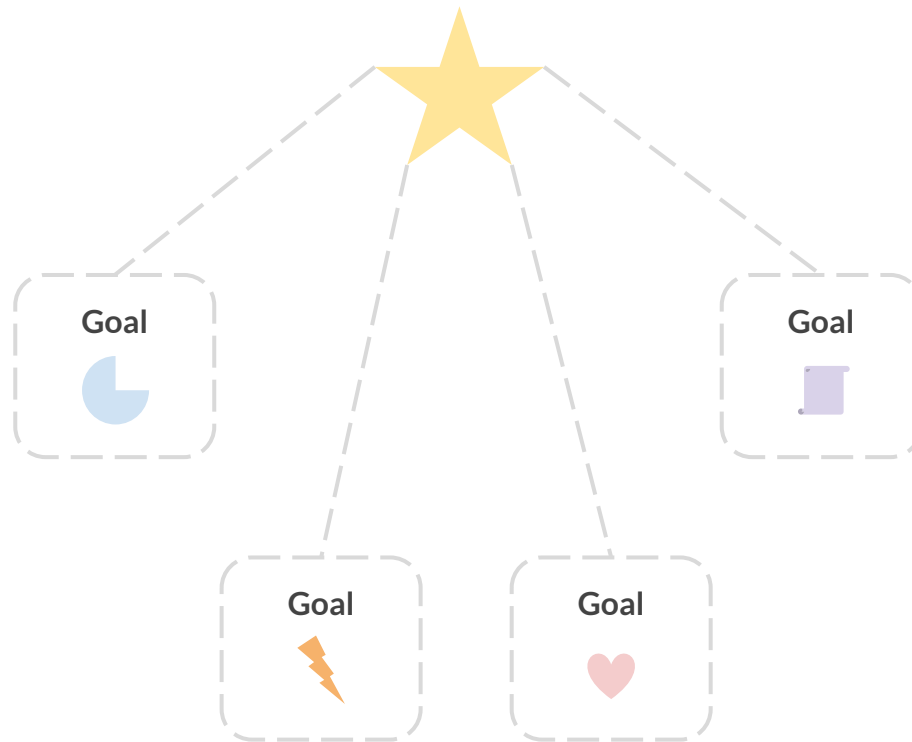
1. Defining impact frameworks & setting goals requires collaboration and alignment
2. Navigating a diverse array of systems can make it difficult to centralize data
3. Limited staff capacity and resources to allocate towards these efforts
4. Uncertainty around how to translate data and analytics into storytelling



# The path to becoming data driven. Simplified.

In spite of these challenges, becoming data driven doesn't have to be complex. Here is our four step **De-CAL Approach** to lead your organization to become data driven.

1. **Define** the key data points and metrics to understand impact and track progress towards goals
2. **Collect** data and centralize information in one place
3. **Analyze** data and visualize impact, turning information into actionable insights
4. **Leverage** information to design programs, inform decisions, and tell stories to increase access to funding.

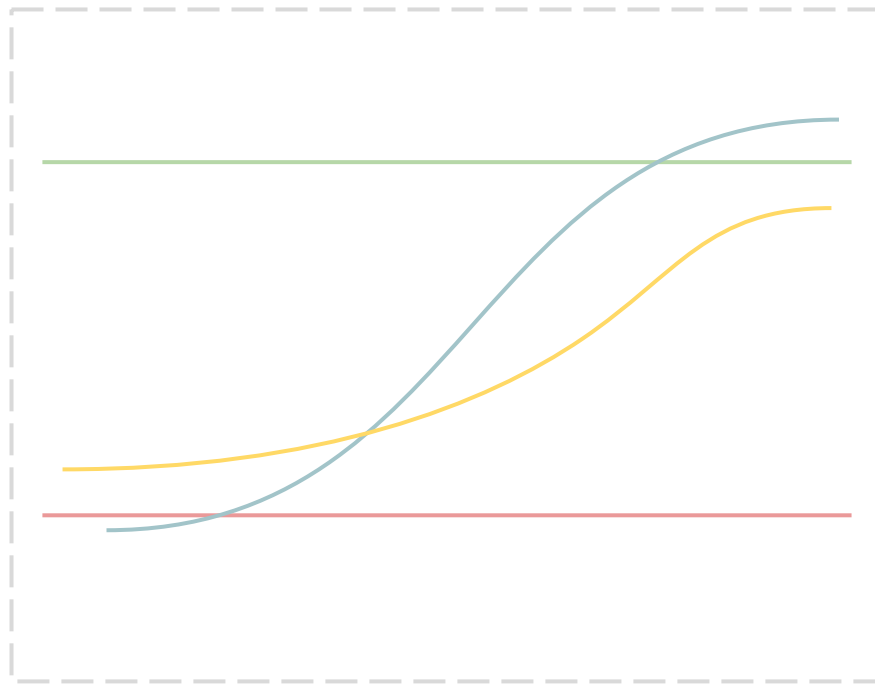


# Define

The first step in becoming data driven is to design an impact framework for your organization. In the most basic sense, an impact framework translates your organization's mission into key metrics that allow you to track progress towards goals. Defining this framework ensures that everyone in your organization is collecting the right data, making it possible to baseline key metrics and track outcomes.

Don't have a framework and don't know where to start? UpMetrics will partner with you to translate your organization's mission, operations, and goals into a tailored impact framework.





# Collect

Once you have identified the key data points that matter to your organization, the next step is to review the existing systems to collect and manage the data.

The good news is that most organizations have lots of data. The challenge can be navigating multiple systems, and, in some cases, pen and paper documents, to ensure the data you need is in a format you can use. UpMetrics works directly with your team, providing training for our easy-to-use data collection tools, helping to ensure accuracy and consistency.

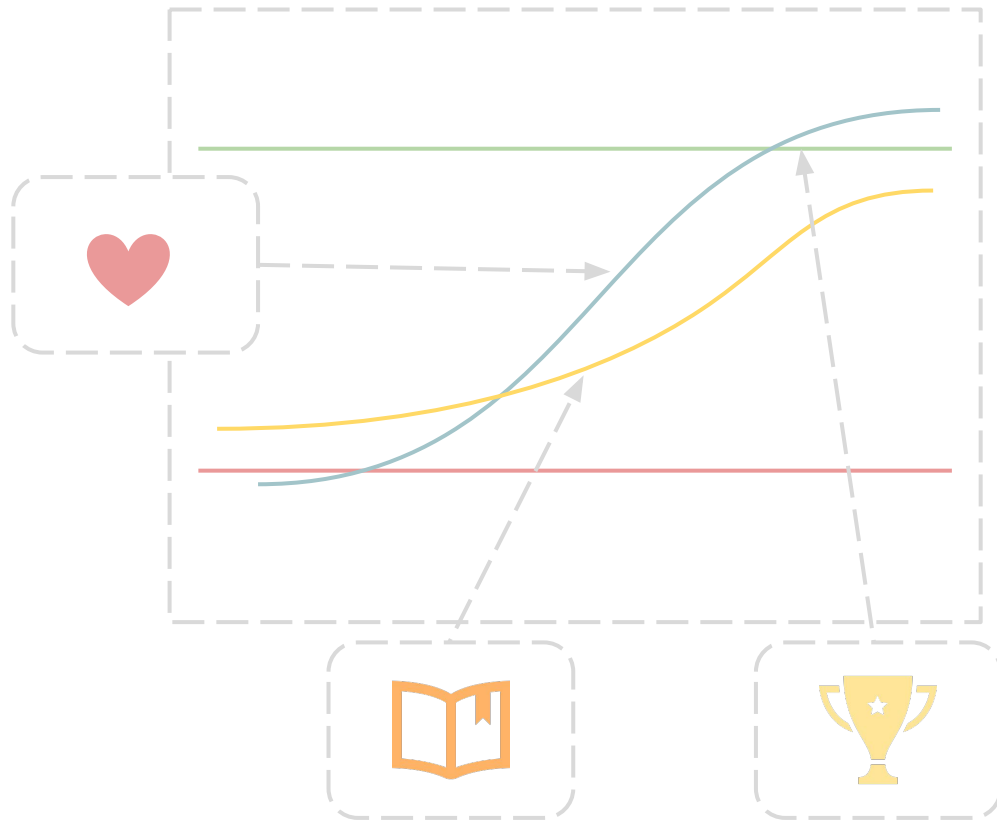




# Analyze

Once the data is centralized, the next step is to review baseline numbers and analyze your organization's progress towards your goals. Leverage the UpMetrics platform to visualize data across your entire network, or filter to show only specific data points, like demographics or performance variables. The platform was designed to be flexible so that individual organizations and funders can analyze impact, regardless of program size or focus.





# Leverage

And now is when the fun begins! The UpMetrics platform makes it easy to measure performance, learn, and adapt in real-time based on your program data. Leverage data to inform internal decisions to drive impact and track progress towards goals over time. In parallel, combine quantitative and qualitative data to tell your story and attract mission-aligned capital to help hit your goals and scale impact.





Our partners  
are leading the  
way as we work  
together to  
build a more  
data-driven  
philanthropic  
sector.

“Access to reliable data allows us to allocate resources and programming to reach as many students through music education as possible.”

—*Ryan Zellner, Strategic Programs Director, Grammy Music Education Coalition*

“So essentially, it's allowed me to talk about our program in actual numbers that we are serving today vs. numbers that we served 3 or 6 months ago.”

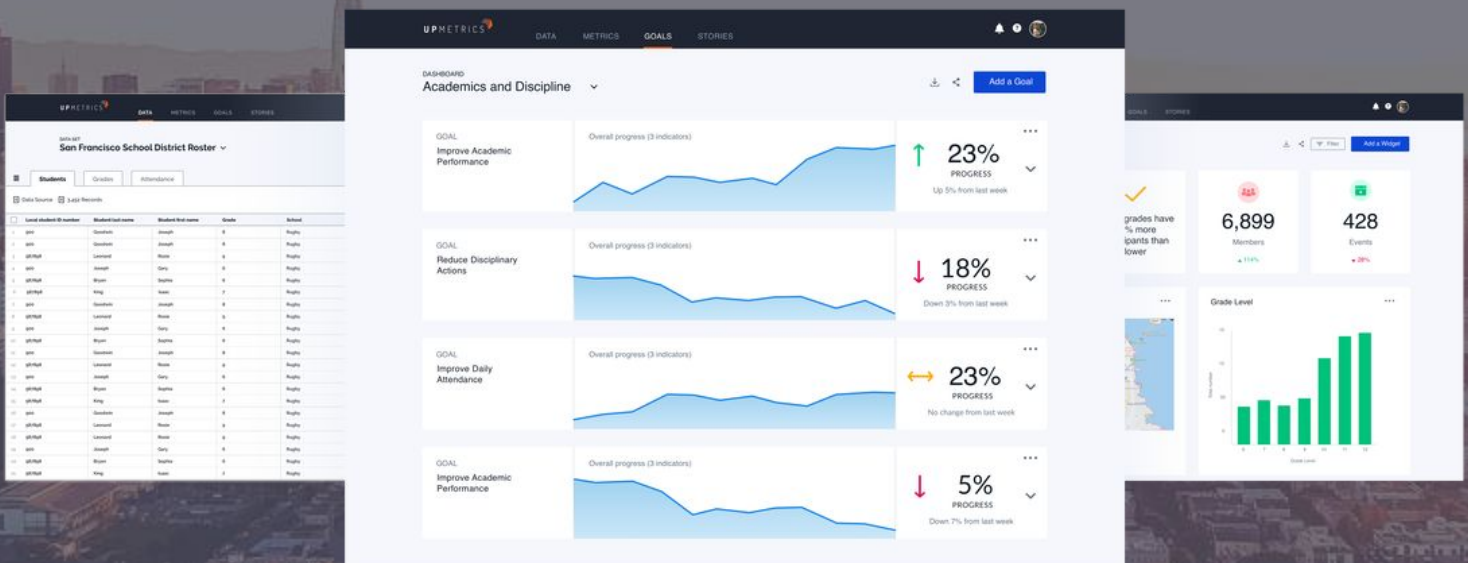
—*Shannon Schneeman, Executive Director, America SCORES New York*

“As we looked at the software, the possibilities became endless. It allows us to be in the field, and collect data in real-time, and tell our story based on accurate information.”

—*Jim Wheeler, Manager, San Francisco Recreation & Parks Recreation*

# Empowering the Philanthropic Sector to Be Data Driven

UpMetrics tools and services empower nonprofit organizations and funders to collect, analyze, and leverage data to drive impact and tell their stories.



Contact [solutions@upmetrics.com](mailto:solutions@upmetrics.com) to learn more about how UpMetrics can bring a data-driven approach to impact to your organization.

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