



Grow & Lead
Community and Youth Development

Telling Your Story with Data

March 22, 2018

Your Presenter Today



Linda Remsburg
Associate

Grow & Lead: Community and Youth Development

lremsburg@glcyd.org

About Grow & Lead

Help communities **GROW** a culture that supports youth by strengthening nonprofits to **LEAD** community progress

About Membership

- Discounted member rates for workshops and training services
- Special registration rates for U.P. Nonprofit Conference
- Four hours of consulting with GLCYD staff member
- Find out more at gcyd.org

Today's Agenda

- Making your case with data
- Using numbers with more impact
- Reliable sources of U.P. data

Qualitative vs. Quantitative Data

- Qualitative
 - Descriptions
 - Opinions
 - Observations
- Quantitative
 - Numbers
 - Statistics
 - Can be measured

Both are useful!

Tips for Making Your Case with Data

- Be specific
- Be selective
- Tell why it's important
- Make comparisons
- Give the reader hope
- Beware of old data
- Use reliable sources and cite them

Using numbers effectively

Use these common words for quantity or frequency

- Half: 49-51%
- A third: 31-35%
- A quarter: 24-26%
- A fifth: 19-21%
- Majority: greater than 50%
- Unanimously: 100%

Use “one in _____” statements

- Total number divided by raw number = one in _____
- 100 divided by percentage = one in _____



Grow & Lead
Community and Youth Development

gcyd.org

Questions?

Credible Sources of U.P. Data

Youth

- Grow & Lead, glcyd.org/families/40-developmental-assets
- Kids Count in Michigan: mlpp.org
- Kids Count Data Center (national): datacenter.kidscount.org
- Michigan Dept. of Education: mischooldata.org

Credible Sources of U.P. Data

Nonprofit Sector

- Economic Benefits of Michigan's Nonprofit Sector: mnaonline.org/research-publications/economic-benefits-of-michigan-s-nonprofit-sector

General

- U.S. Census Bureau Quick Facts: census.gov/quickfacts
- County Health Rankings and Roadmaps: countyhealthrankings.org

A Few Parting Words...

- Know your sources
- Understand what is being measured
- Have fun using data to tell your story!

Thank you!

Linda Remsburg

Associate

Grow & Lead: Community and Youth Development

lremsburg@glcyd.org

906-228-8919 ext. 26