DATA-DRIVEN DECISION MAKING IN NONPROFIT ORGANIZATIONS
The problem is that the nonprofit sector as a whole does not, as a matter of course, make data-informed decisions.
The purpose of this study is to understand ways in which nonprofit organizations use data to drive decision making and strategy, and what obstacles keep many organizations from using data effectively. The areas of strategic fundraising and mission drift avoidance were specifically examined.
Research Questions

1. How do nonprofit organizations use data to inform fundraising strategies?
2. How do nonprofit organizations use data to prevent mission drift?
3. What challenges prevent nonprofit organizations from using data to inform decisions?
Significance of the Study

This study explores a collection of ways in which nonprofits use data to effectively inform decision making and strategic initiatives that support fundraising and avoid mission drift. Common obstacles to effective data usage and potential strategies to combat those challenges are also discussed.
Literature Review

1. Strategic Fundraising
2. Mission Drift Avoidance
3. Obstacles to Effective Data Usage
Literature Review
Strategic Fundraising

- Fundraising Portfolio
- Measuring Success
- Applying Data to Fundraising
Literature Review
Mission Drift Avoidance

• Programmatic Decisions
• Applying Data to Mission
• Revenue Diversification
Obstacles to Effective Data Usage

- Mission Clarity
- Data Gathering and Analysis
- Staff Capacity
- Organizational Structure
Literature Review - Key Findings & Synthesis

Strategic Fundraising

- Fundraising Portfolio
- Measuring Success
- Applying Data to Fundraising
Literature Review - Key Findings & Synthesis
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- Revenue Diversification
Obstacles to Effective Data Usage

- Mission Clarity
- Data Gathering and Analysis
- Staff Capacity
- Organizational Structure
Implications for Professional Practice
Strategic Fundraising

• Stakeholder data
• Donor data
• Return on investment (ROI)
Implications for Professional Practice
Mission Drift Avoidance

• Program satisfaction
• Output data
• Outcome data
Implications for Professional Practice
Obstacles to Effective Data Usage

• Mission Clarity
• Data Gathering and Analysis
• Staff Capacity
• Organizational Structure
Recommendations for Future Research

Future research to examine which practices are most effective across varied organizations across the voluntary sector is necessary to determine a consistent set of best practices for strategic use of data.
References


Questions