

# DATA STRATEGY AUDIT

*Use data to tell the compelling story of your work, improve program effectiveness, and raise awareness and funding.*

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## IS YOUR DATA TELLING THE COMPELLING STORY OF YOUR WORK?

All organizations have data. Nonprofits usually collect data on their program activities and outcomes, and often their recipients and donors. Data can either be a constant burden & stress, or a source of information, inspiration and opportunity to increase impact.

## USE DATA TO TOUCH HEARTS & MINDS

A Data Strategy Audit (DSA) is a way for nonprofits to assess how they are using data now and where they can use data more effectively to achieve their goals.

During a DSA we take a deep dive into your org's data landscape, examining what you collect, how you collect it, and how you use it. From there we provide a short list of our top findings and recommendations, so you have clear next steps to build a data strategy that aligns with your organization's goals.

## BENEFITS

### 1. Measure results & continually improve

Have you ever heard the adage 'measure what matters?' Or in reverse, 'what you measure becomes what matters?' A DSA helps pinpoint if you're measuring what matters most for your mission & vision.

### 2. Save time & money

Staff time and resources are PRECIOUS. When we measure the wrong things, or don't have good data infrastructure (process for collection & storage), staff time and energy is wasted. During the DSA, we examine current roadblocks, and provide recommendation for more efficient operations.

### 3. Tell the story of your work

When we use data to tell compelling stories about our work, we touch hearts and minds. People understand why our work matters and support it with their time, attention and money.



## AT A GLANCE

### PROCESS:

- Process includes intake questionnaire, document review, team interview, a final debrief and written recommendations.
- Work with an experienced data strategist over 4-5 weeks.

### INVESTMENT

- Basic package starts at \$1050 (MNA members receive discount).



## LILY SUSSMAN

Founder/Principal

"My intention is to give you a roadmap, so you leave the Data Strategy Audit clear on where you are now, and how to reach your goals."

Lily has a MSPH in public health and a MA in teaching. She has worked as an epidemiologist, evaluator, teacher and researcher.



## About Us

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Our mission is to facilitate engaging, participatory processes that honor the strengths and curiosities of participants, and create lasting change in organizations.

## What We Do

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We work with nonprofits, government & coalitions to design inclusive, equitable processes, usually involving data and decision-making.

## Why Us

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We are committed to meeting partners where they're at, and co-creating each project with care. Our frameworks and perspectives are shaped by our work in education, public health and nonprofits.

## Our Service

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- Research & evaluation
- Community, visioning, engagement & planning
- Facilitation
- Training
- Data strategy

## Contact Us

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 [lasvisions.com](http://lasvisions.com)

*We work globally, and are physically located in Missoula, MT, which is the traditional home of the Salish, Kootenai, and Kalispel people.*