



SEA Business Planning Knowledge Sharing Session

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Our Team

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Our Mission

Striving for informed decision-making across CT, we empower an ecosystem of data users by democratizing access to public data and building data literacy.

A person is holding a laptop that displays a dashboard with various data visualizations. The dashboard includes a bar chart with stacked bars, a line chart with circular markers, a 3D area chart, and a small table. The word "Challenges" is overlaid in the center of the screen in a large, white, sans-serif font. The background is a blurred office setting with a wooden desk and a cup.

Challenges

Challenges

- Nonprofits are awash in data.
- Many nonprofit staff may not be comfortable using data.
- 73% of nonprofit workforce are females.
- Foundations and philanthropic organizations are increasingly asking their grantees for evidence of the impact of their funding.



Result

- A nonprofit workforce that doesn't have the skills, expertise, or confidence in their ability with numbers and data



A person is holding a tablet that displays a dashboard with various data visualizations, including bar charts and line graphs. Another person's hand is pointing at the screen. The background shows a laptop and a coffee cup on a wooden desk.

Our Solution...

CTData Strategic Planning

Because Measurement Matters

Data Strategic Planning

CTData Strategic Planning

Because Measurement Matters

A service that foundations and philanthropy provide for their grantees. This service will help nonprofits:

- Align their mission with the data they're collecting so they can learn whether they're reaching their goals.
- Move from collecting data in an ad hoc manner to taking active ownership over their data

Structure

Phase I: Data Strategic Planning for Foundation Grantees



Learning Labs

- Hold a series of monthly sessions with a cohort of nonprofits. During this phase, they'll lay the groundwork for creating a Data Strategic Plan and allow CTData to assess readiness to go through the Data Strategic Planning.



Homework

- Each nonprofit will complete homework between the sessions.



1:1 Mini Consultations

- In between the monthly learning labs, CTData will provide 1:1 consultation to help each organization complete their homework and assess readiness to go through the next phase of the initiative.

CTData
Strategic
Planning

Because Measurement Matters



Structure

Phase II and III: Data Strategic Planning Development and Implementation

CTData Strategic Planning

Because Measurement Matters



Intensive 1:1 Consultation and Technical Assistance

CTData will provide weekly 1:1 consultation and technical assistance to a small cohort of qualified nonprofits to help them create and implement their Data Strategic Plan.



Homework

In between each weekly 1:1 consulting session, nonprofits will complete sections of the Data Strategic Plan and other documents needed to develop their plan.



Target Markets

Connecticut-based foundations and philanthropic organizations

- that provide grants of \$1 million or more to nonprofits.
- Primary market segment: those that already support capacity building funding or data-related work.

Target Market Evidence

The number of Connecticut-based foundations investing in grants for capacity building and data activities has increased over time.



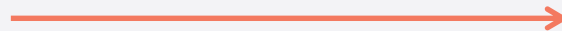
Source: Foundation Center research. Data retrieved December 10, 2021



The Competition

Independent
evaluators or
evaluation
shops

The Consultation
Center at Yale



**Their services can
be overwhelming to
and unaffordable to
many nonprofits**

CTData's Unique Advantages



Service: Turnkey & accessible



Strong reputation



Innovative



Mission-focused

Marketing



Website



Content marketing



Public and media
relations



Referral-based
marketing



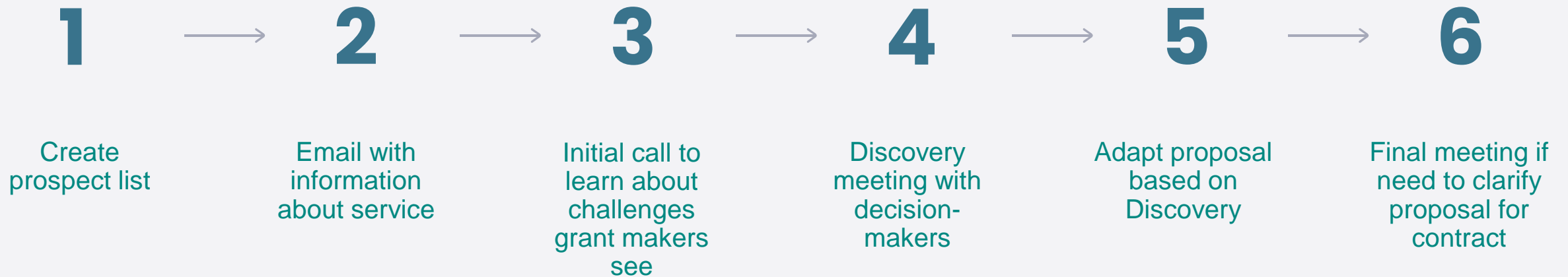
Partner marketing



Conferences and events

Sales Process

Our sales process will be heavily focused on relationships and include both inbound prospects (from marketing) and outbound (through outreach)



A person is holding a laptop that displays a dashboard with various data visualizations, including a bar chart, a line chart, and a pie chart. Another person's hand is pointing at the screen. The scene is set on a wooden desk with a coffee cup and a pen nearby. The entire image has a dark blue overlay.

Data Strategic Planning Pilot

Data Strategic Planning Pilot



From April to August, 2022



Currently have 13 nonprofits interested in participating in Phase I only



CTData will evaluate, learn, and adapt the service



A photograph of three people in an office setting, viewed from the side. They are seated at desks with large computer monitors. The person in the foreground is a woman with long dark hair, looking at her monitor. Behind her, another person is partially visible. To the right, a third person is also looking at a monitor. The office environment includes multiple computer monitors, a desk with a telephone, a small globe, and a black mug with a white logo. The entire image is overlaid with a semi-transparent dark blue filter. The text 'Thank you' is centered in white.

Thank you



Questions?

CTData.org
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