

Questions	Answers
<b>What is meant by "overall efficiency"?</b>	Overall efficiency refers to the ability of an organization to achieve its goals with the least amount of resources, such as time and labour. It includes streamlining operations, reducing costs, and improving processes. Goals will vary by organization, so it's whatever you have stated as your mission objective as the 'output' and doing so with the minimum level of 'input'.
<b>What data are donors looking for to assess an organization's efficiency?</b>	Donors are typically looking for information that demonstrates the impact of their contributions, such as data on how funds are used, measurable outcomes, and real stories that show the difference their support is making. They tend to first want to know how many <people, animals, countries, etc.> (whatever the object of your mission) is being served with their funds.
<b>How do you recommend targeting the younger demographics when there is already a lot of financial insecurity with young adults? A lot of the younger generation is concerned about never owning a house, the rising prices of groceries, and subscription costs going up.</b>	Targeting younger demographics requires a digital-first approach, leveraging social media platforms, engaging with interactive content, and focusing on issues that resonate with younger audiences. Transparency and authenticity in messaging are also key. It's important to have balanced and realistic goals when engaging younger donors with limited cash -- recognize that gift amounts may be small, but you're creating engagement and brand recognition as well that has to be nurtured over time.
<b>I'm curious if the speakers could recommend what programs, courses, or areas of study to explore for impact storytelling? I know Michael said his background is in Early Childhood Education, what else is recommended if you are aiming to pursue impact storytelling?</b>	If you are just starting, basic storytelling and presentation classes may be beneficial -- things that you could find on broader platforms such as Coursera or LinkedIn learning. Online searches will point you to specific nonprofit classes offered by places like Georgetown university or <a href="http://thestorytellingnonprofit.com">thestorytellingnonprofit.com</a> .
<b>Some of the data used is 4-6 years old. Any concern that things have shifted since this research was done?</b>	Thanks for calling that out and it's a fair point. Giving data often lags significantly so we kept this in mind. We felt that the data presented was still relevant today, but you are correct in that not all of it was the most up-to-date due to the nature of publicly available data for Canadian giving.

<p><b>Can you share a link to the CanadaHelps stats you used in this presentation?</b></p>	<p>We used 3 main sources:  Canadahelps Giving report: <a href="https://www.canadahelps.org/en/the-giving-report/">https://www.canadahelps.org/en/the-giving-report/</a>  Data from CSS Fundraising (check their website for latest available info).  Internal Sage research (we'll be publishing our Canada NFP report soon).  The US report is here: <a href="https://www.sage.com/en-us/blog/nonprofit-tech-impact-report/#:~:text=The%202025%20Nonprofit%20Technology%20Impact,and%20drive%20greater%20mission%20impact.">https://www.sage.com/en-us/blog/nonprofit-tech-impact-report/#:~:text=The%202025%20Nonprofit%20Technology%20Impact,and%20drive%20greater%20mission%20impact.</a></p>
<p><b>What is meant by smartphone in the communication preferences? Like text messages?</b></p>	<p>When referring to smartphones in communication preferences, it typically includes communication methods like text messaging (SMS), push notifications, and other mobile apps. These methods are direct, personal, and often more immediate than email or social media, making them effective for quick and direct engagement.</p>
<p><b>What is the smartphone communication that is not social media or websites?</b></p>	<p>Communication via smartphones that aren't social media or websites can include text messages (SMS), messaging apps like WhatsApp or SMS-based services, push notifications from apps, and email communication optimized for mobile viewing.</p>
<p><b>Our organization struggles with getting the testimonial feedback from people despite helping them immensely.</b></p>	<p>To gather testimonials more effectively, consider creating easy, low-effort pathways for people to share feedback. This can include a simple online survey, using email or SMS to prompt responses, or having dedicated feedback forms on your website. Additionally, make sure to personalize your requests and highlight the impact of their stories.</p>
<p><b>What are examples of communicating via smartphone for younger generations that are not social media?</b></p>	<p>Younger generations often prefer communication via mobile messaging apps (like WhatsApp or Messenger), texting (SMS), or email. They may also engage with apps that offer specific functionalities like push notifications for events or updates, or through in-app communication for organizations they are involved with.</p>
<p><b>Can you expand on how this information changes/looks different for non-charity nonprofits (i.e. organizations who rely on grants and not individual donors)?</b></p>	<p>Non-charity nonprofits that rely on grants have different reporting and data needs. These organizations typically need to focus on outcomes and impact metrics related to specific grants, such as how grant funds are being used and the outcomes they achieve. Transparency and accountability in reporting are crucial, and the use of technology to manage grant budgets and reporting is essential. We spoke briefly about this in the presentation --- but grant funders are going to be more "logic based" but ensure that you find ways to weave your mission story into their required information. Grant funders will be even more eager to hear HOW you measure your metrics, what technology and systems you have in place to ensure you can report effectively on them.</p>

<p><b>Re: the last question about challenges to using data - those two are related; there is not enough funding for indirect tools or staff who have this expertise, and therefore it can't be gathered reliably. Funding for that kind of work needs to be seen as central to the mission. An option that wasn't there is gaining buy-in from existing staff (and even management) that data is your friend. I'd be curious to hear ideas about how to change that.</b></p>	<p>To change this, you could focus on educating staff and management about the long-term benefits of data in achieving the organization's mission. Emphasizing that data enables better decision-making, increased transparency, and more successful fundraising can help build buy-in. Additionally, showcasing examples from other nonprofits who successfully use data might help illustrate its importance. There are lots of good educational resources you can point them towards that validate how critical this is.</p>
<p><b>Can you give an example of showing the impact for an arts/culture organization?</b></p>	<p>For an arts/culture organization, impact can be measured in several ways. Examples include the number of visitors to exhibits, the number of participants in programs, or the number of young people who have access to art education programs. These can be quantified in terms of attendance, engagement, and long-term community impact. I'd couple that with some real-life stories from individuals about how engaging with the arts shaped their personal paths. So -- then you have a testimonial that validates the human impact, and then output narrative around how many humans are being touched.</p>
<p><b>In relation to the charity: water example, how do organizations whose metrics are not as straight forward go about communicating the per dollar amount? E.g. protecting land and nature is not as quantifiable as a meal per person.</b></p>	<p>For organizations like those focused on land and nature conservation, metrics can still be communicated through impact stories. For example, they could share the number of acres protected, the species saved, or the long-term benefits to local communities and ecosystems. These metrics can be made relatable by emphasizing the broader environmental or community impact per dollar spent.</p> <p>It's a fair point that not every organization will have as straightforward an output or cost model to speak to. Similar to the cultural organization question, thinking of ways to first 1) give a brief testimonial of how land conservation impacts a person or thing, and then 2) showing metrics about the number of persons or things impacted is one approach. The best starting point may be testing with potential supporters what resonates in the most concrete/personal way and what metrics they think speak to them.</p>

<p><b>Would you have any examples of interactive content for a cause that is typically misunderstood and stigmatized (i.e. Alzheimer's disease, mental health)</b></p>	<p>For causes like Alzheimer’s and mental health, interactive content such as quizzes, “myth vs. fact” games, and story-driven surveys can help engage people. Providing platforms for people to share their personal stories or using infographics to share educational content can also help break stigma and create a more informed community. Unfortunately, we don't have current examples of this.</p>
<p><b>I'm curious to know how peer-to-peer social media messaging has been leveraged to tell stories and build an audience.</b></p>	<p>Peer-to-peer messaging has been highly effective for nonprofits in building a community and spreading awareness. For instance, many organizations encourage supporters to share personal stories or fundraising campaigns through their social media channels. This can create a ripple effect and expand the organization’s reach by having supporters act as ambassadors. With P2P -- your supporters are telling their organic stories, which you won't be able to control -- but in the process of giving them the tools to do P2P fundraising, provide examples of what you think works well and communicates your brand well.</p>
<p><b>Any tips for advocacy-focused organizations (rather than services)?</b></p>	<p>Advocacy-focused organizations should focus on creating clear, actionable campaigns that inspire participation. This includes using storytelling to highlight real-world problems, presenting data that supports the cause, and creating opportunities for individuals to take action, such as signing petitions, contacting lawmakers, or participating in campaigns.</p>
<p><b>The trouble with numbers is they are cold. Without context and narrative, they are also ineffective. And, they can be manipulated. Each NFP 'counts' using different methods and definitions. It is very difficult to compare apples to apples. Bringing numbers to life through impact stories and analogies is far more compelling than graphics, charts and graphs.</b></p>	<p>You’re absolutely right. To make data meaningful, nonprofits should provide context around their numbers. For example, instead of simply reporting the amount of funds raised, organizations can share how those funds directly contributed to specific programs or helped achieve tangible outcomes. Storytelling can humanize the data and make it relatable.</p>