



Data Strategy Development

Maximise your impact by becoming a
data-driven organisation



Your challenges

Do you recognise these common data issues in your organisation?

Why is this a problem?

Too much data collection without clear purpose

...can lead to **information overload** and become a **burden** for partner organisation staff

Too little data collected

...leads to a **lack of oversight** on progress on strategic goals

Lack of internal standards for data tools & processes used

...leads to **inefficient or inconsistent methods & obstructs harmonisation, aggregation and combining** of data

Improper management of 'old' data

...**clutters systems** and makes the **relevant data less accessible**

A culture of hesitance to use data

...can create **over-dependence on few staff** (e.g. MEL officer) for data needs and lead to **underutilised potential**

Goal

Become **data-driven** in your decision-making.

Internal benefit: The next step in using your collected (good quality) data to gain new information and insights

External benefit: Data can connect nonprofits with their partners and stakeholders

A data-driven organisation *uses data effectively and consistently* in the decision-making process at all levels of the organisation.

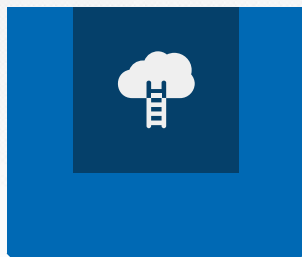
Core question

*“How can my organisation move forward in its ambition of becoming more **data-driven**?”*



Our answer

What we may investigate



Strategy & Ambition

What are your organisation's goals? Is your data aligned sufficiently with your goals to add the most value?



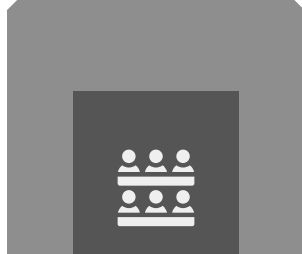
Reporting

What type of reporting will provide the executive board with the tools to make data driven-decisions?



Application Landscape

Are your applications and their setup in line with your data needs?

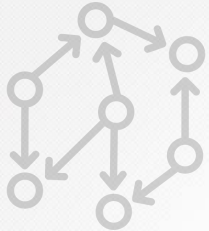


Management and Users

How can data be managed effectively?
How can users (internal and external) increase their data capacity and awareness?

What we offer

Support in developing a data strategy and an aligned high-level data model. This includes:



Data gap analysis

We conduct an **initial scan of information flows** to identify gaps and raise data awareness.



Reviewing data goals

We zoom in to **data practices and processes** to ensure the right things are measured and learn how to reduce unnecessary data.



Data strategy & modelling

We support you with **building a data strategy** and **corresponding measurement framework** with measurable outcomes.

Dive in to each on the next slides →

Project phase 1: Data gap analysis

What do we offer?

An initial scan and analysis of information flows across the organisation's core applications to...

- Identify **gaps and excess in data collection practices**
- Identify **gaps in data collection applications**
- **Raise awareness** about data collection and use
- Focus on promoting **best practices** when it comes to data



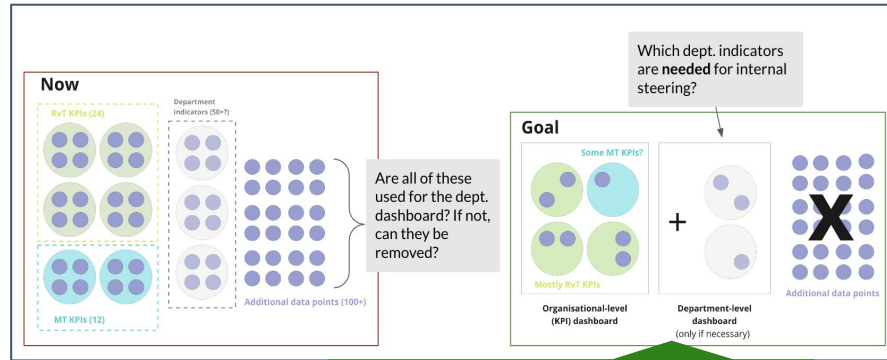
Project phase 2: Reviewing data goals

What do we offer?

Zooming in to data practices and processes, we help you identify:

- *What does a data-driven approach mean for data collection, entry, and analysis?*
- *How do you view the role of data across and within departments?*
- *How can data processes be improved through standardisation & automation?*

Example: Using tools to visualise your data landscape and ambition

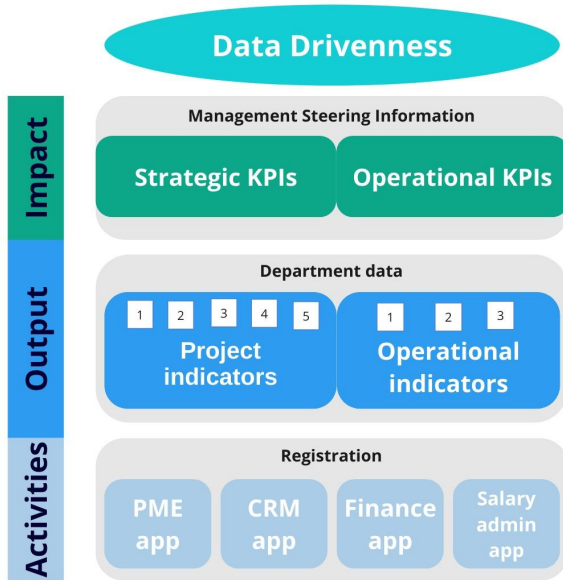


Goal: ensure the right things are measured & reduce unnecessary data



Project phase 3: Data strategy & modelling

What do we offer?



Example: High-level data model

We help you develop a sound data strategy to ensure that...

- Data is aligned between the **strategic** and **department** levels, with top-down steering and bottom-up execution
- **Strategic objectives** are leading decisions at all levels, are actionable, and practically measurable

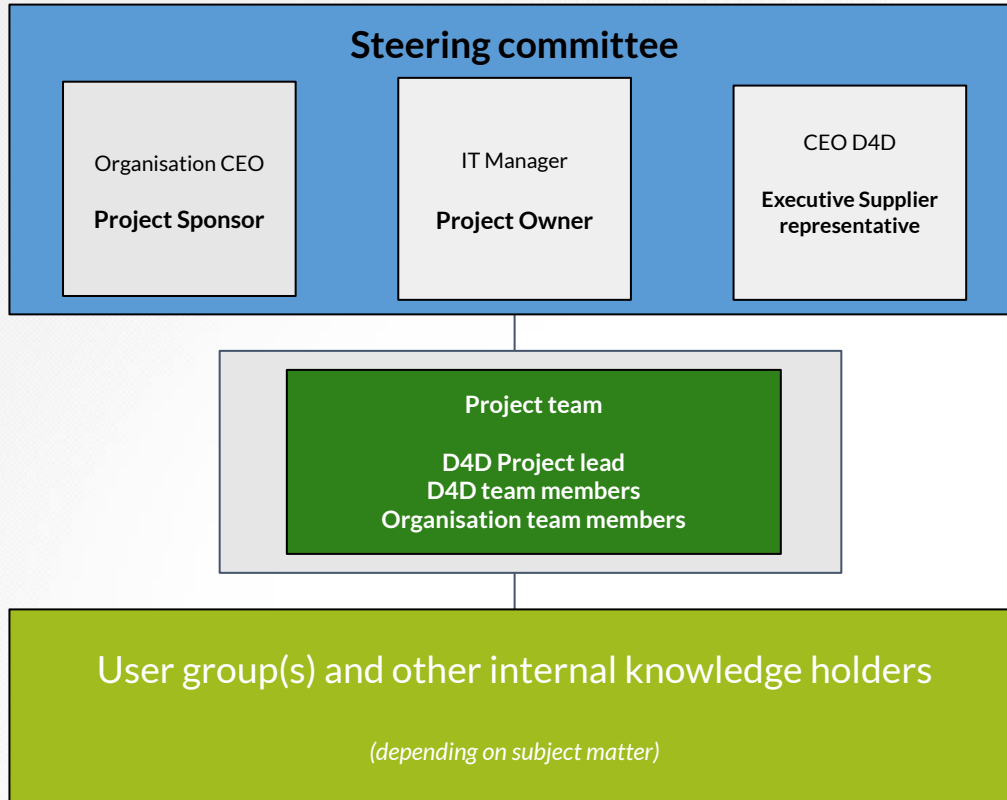
We do this by asking:

- What are your goals with data in your organisation?
- What are the digital tools/resources needed to reach this goal?
- What is the data validation & quality management plan?



Proposed governance structure

Collaboration & capacity for optimised knowledge sharing



Project team regularly reports to the steering committee about progress, risks & blockages



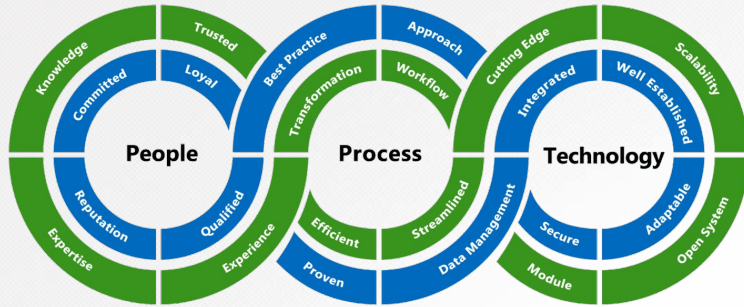
Size of the team can vary depending on the phase and needed capacity



Deliver input to the project team where needed

How we work

Our integrated approach



D4D works towards its mission of *bridging the gap between nonprofits and digital solutions* by integrating people, processes, and technology. Read more [here](#).

“The greatest added value of D4D is in their role as a knowledge partner, where they really roll up their sleeves to take KPIs and measurement plans to a higher level. They know how to separate sense and nonsense and bring order to existing processes and systems. I am really impressed with the knowledge and skills of the people at D4D that I have worked with so far.”

Salesforce
CRM
Manager

WILDE
GANZEN

Proposed project phases

Our suggestion for a phased approach

Phase I

Phase II

Phase III



1. Data gap analysis.

Interviewing key stakeholders and scanning core applications to identify data gaps.



2. Reviewing data goals.

Zooming in to your data to identify goals, roles, tools and processes involved.



3. Co-creating the data strategy & modelling the results framework.

Based on strategic and data-driven principles and aligned with your organisation's data needs.

Deliverables:

- Data strategy document based on your strategic goals/KPIs
- Action plan for next steps

Practicalities

Cost, our effort, your input

Price range*

€9.500 - €13.750

Our effort*

40 - 60 hours

*Range depends on organisation size, complexity, data completeness.

The Data Quicksan module is used in order to determine the scope.

Possible next step: Data Visualisation

What do we offer?

Goal: Have a clear visual overview of progress on key indicators to gain information 'at a glance' about organisational performance.

- We offer support in structuring your data in a **clear and measurable way**, prioritising the information you need **most** (e.g. strategic KPIs for a quarterly management report).
- We think along with you to create a **design brief** for a strong prototype of a visual dashboard that matches your needs.

Tools: Collaborative prioritisation session

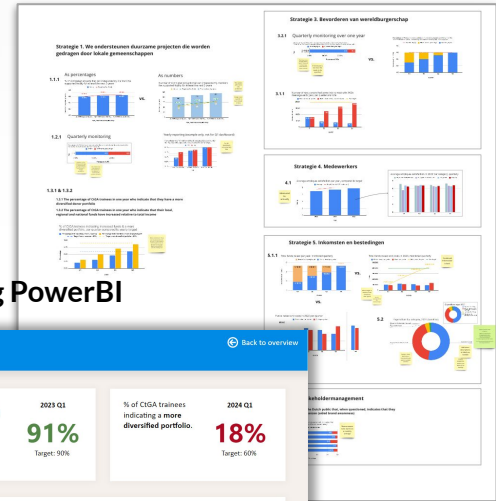
Which indicators do you consider a **priority** for inclusion in the Q1 organisation-level dashboard?

(Rank by priority by writing 1, 2, 3,...)

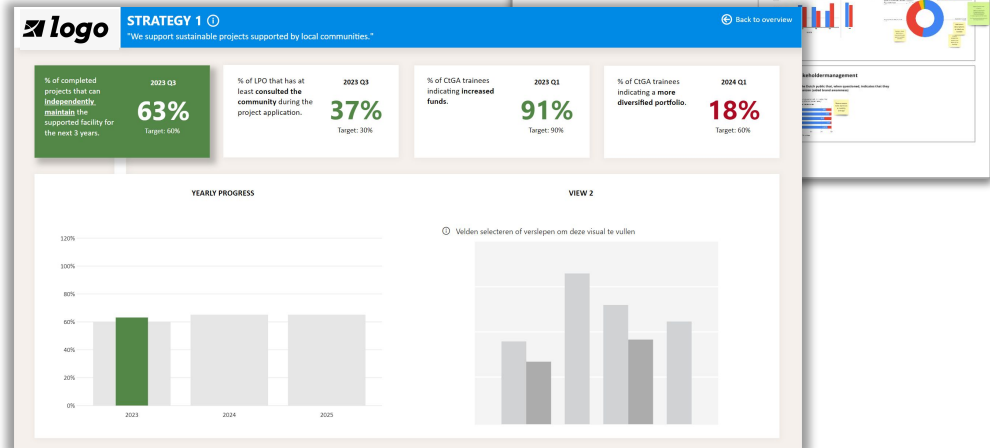
- ▲ = must have
- * = linked indicators

Ranking	example
1 ▲	↗
2*	
3*	

Tools: Co-creating a design brief

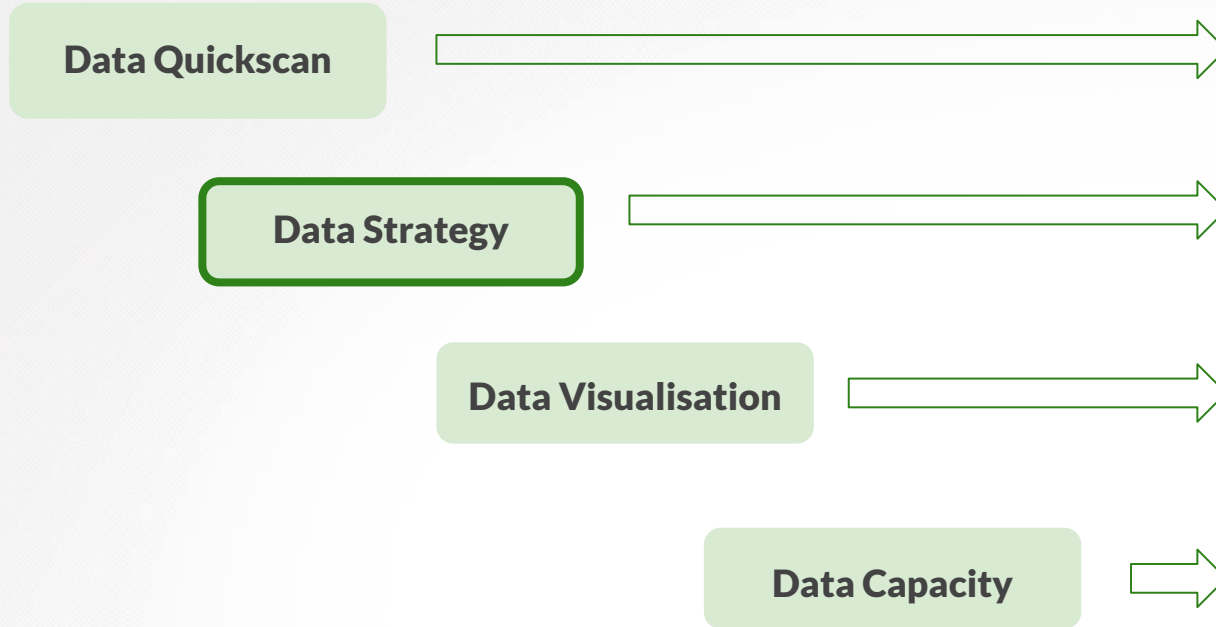


Possible output: KPI dashboard using PowerBI



Steps to a data-driven organisation

How can D4D help you become data-driven?



*Learning
from your
data
insights to
maximise
your
impact*

Getting started

How to get started on your data journey

Does this spark your interest?

Let's plan another call to specify your needs. Based on this, we can refine the offer and discuss next steps.

Any Questions?

Contact us



Data4Development

LEAD BY DATA DRIVEN KNOWLEDGE

If you would like to speak to any references,
we can facilitate this.

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Data4Development

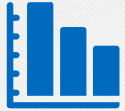
LEAD BY DATA DRIVEN KNOWLEDGE

Annex



Why D4D

D4D as the bridge between the non-profit and the IT supplier



7+ years of experience



Work exclusively with non-profits and understand their unique challenges.



Provide a tailored approach, finding the best digital solutions for each organisation's needs



Follow a holistic method, integrating people, process, and technology

Read more about our specialised work with non-profits and tech in this [blog](#).

Track record: Wilde Ganzen

Case Study Wilde Ganzen 2022-2023



Data4Development supported Wilde Ganzen in their ambition of becoming a more data-driven organisation. This project involved all aspects of an organisation: technology driving data insights, streamlined processes ensuring data quality, and people with increased capacity on data use and analysis.

We started by conducting a quickscan resulting in a map of the organisation's information and data flows. This became the input for the next phase: identifying priorities with relevant stakeholders. Based on these priorities, we guided the organisation in redesigning their KPI framework with clear, streamlined, and measurable outcomes that match their strategic goals at all levels of the organisation.

"The greatest added value of D4D is in their role as a knowledge partner, where they really roll up their sleeves to take KPIs and measurement plans to a higher level. They know how to separate sense and nonsense and bring order to existing processes and systems. I am really impressed with the knowledge and skills of the people at D4D that I have worked with so far."



Testimonials

What our clients say about us




Hivos
people unlimited



Head of
Global
Partnerships
and
Funding

“Over the past year we have had an excellent cooperation thanks to your professional expertise and the strong social interaction between staff of both teams. These are two essential ingredients for a successful cooperation. When a positive attitude, mutual respect and acknowledgement of expertise on both sides are available and visible the cooperation can hardly fail.”



*“High expertise, NGO sector specific knowledge and professionalism!
We have a great collaboration with the Data4Development team relevant to our IT transformations. Highly recommended”*

Program
Manager



spark

| We Are Data4Development



About us

Our mission and who we are

Data4Development strives to drive positive change through the power of data, providing efficient data management solutions that promote transparency and empower organisations to make informed decisions and achieve meaningful impact.

Who we are



Globally active



Dutch roots - founded
in 2015



Data-driven
decision-making



Diverse team with a
range of expertise



IT Knowledge
Holders



People-centered