



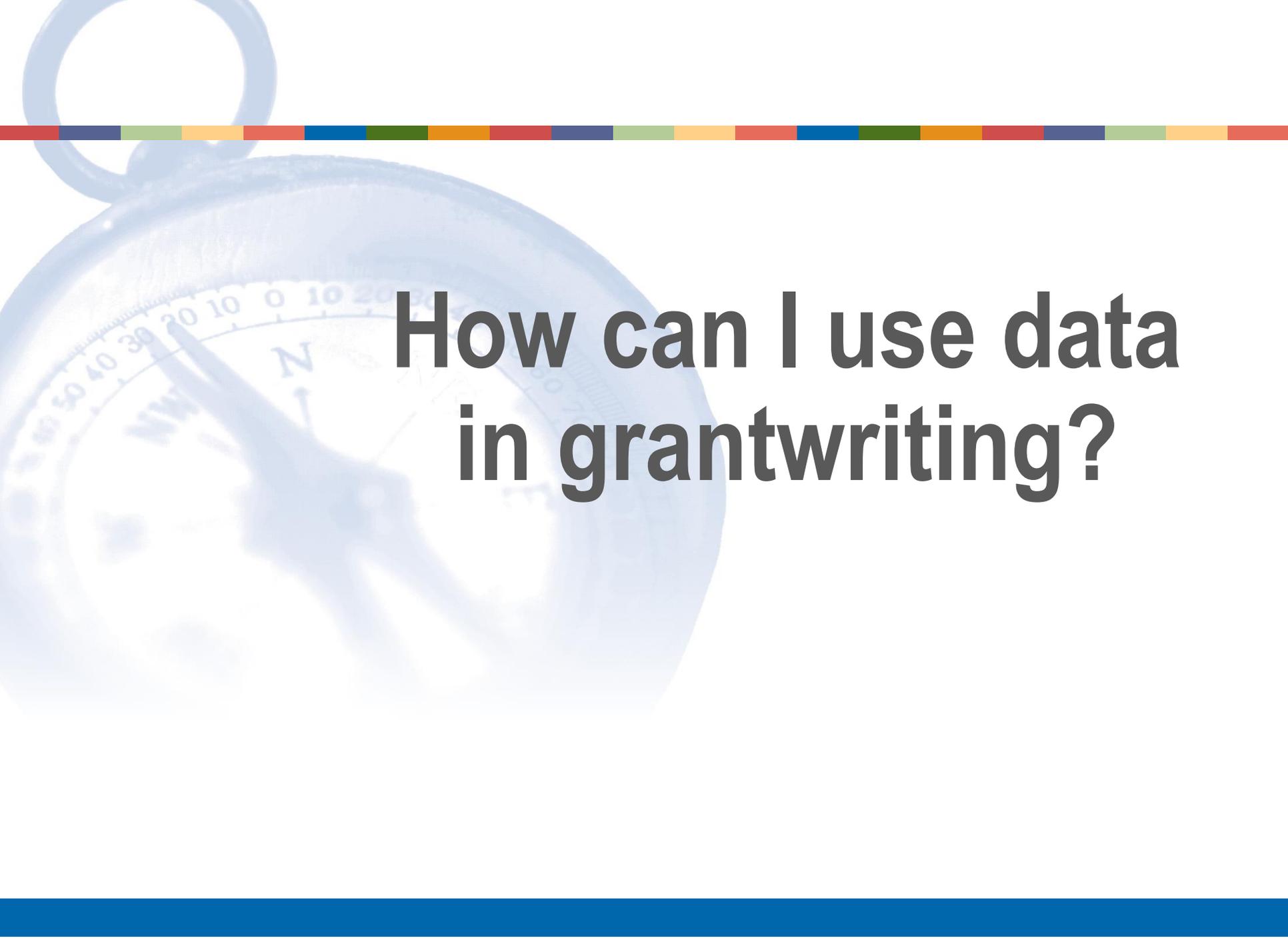
# Power your grantwriting with Minnesota Compass

**Ruth Hamberg, Engagement Specialist**  
Region 9 Development Commission  
Grant Opportunities Forum  
September 29, 2016

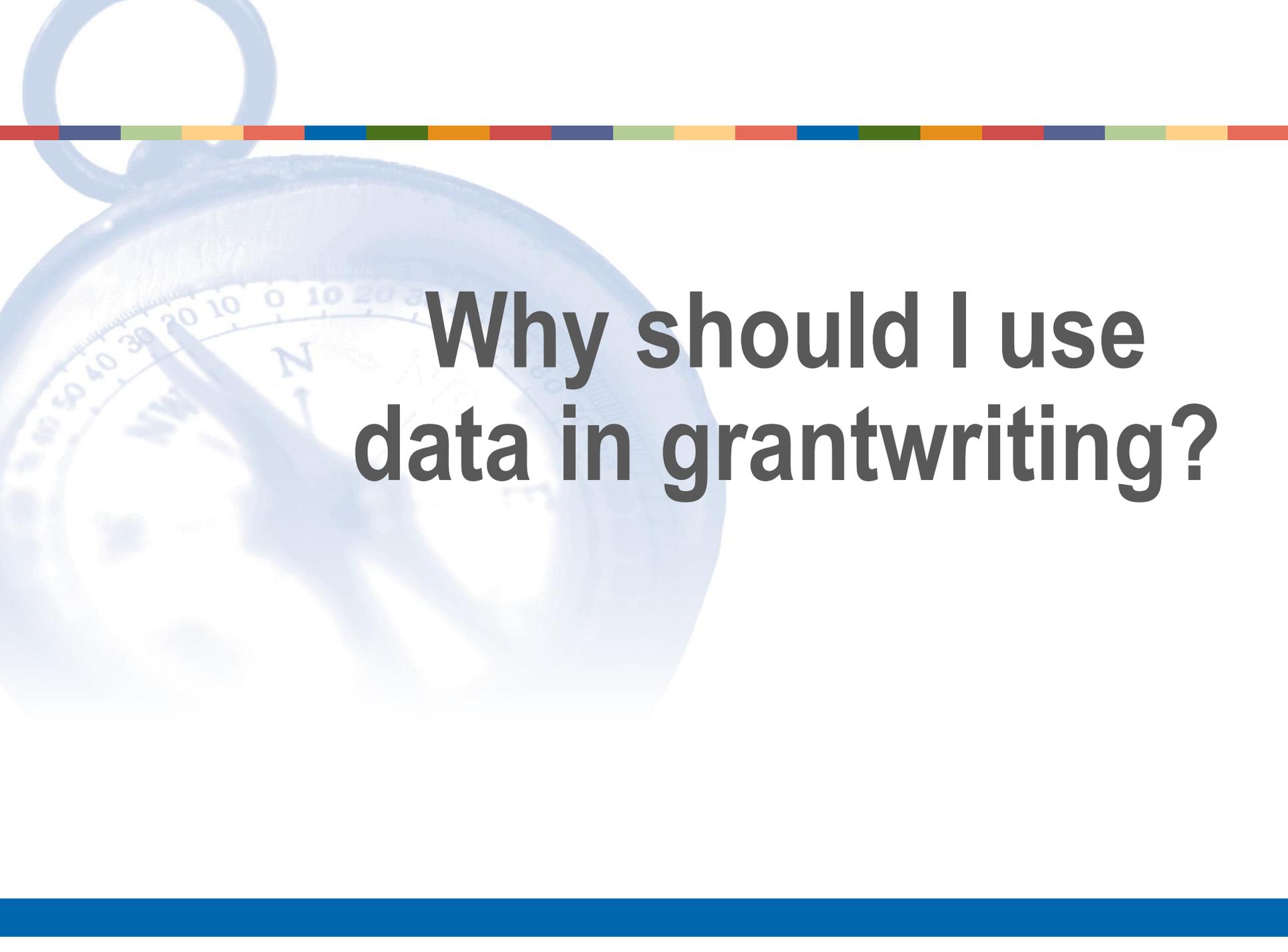
MINNESOTA **COMPASS** | [mncompass.org](http://mncompass.org)

 @MNCompass @rehamberg #mygreatmn

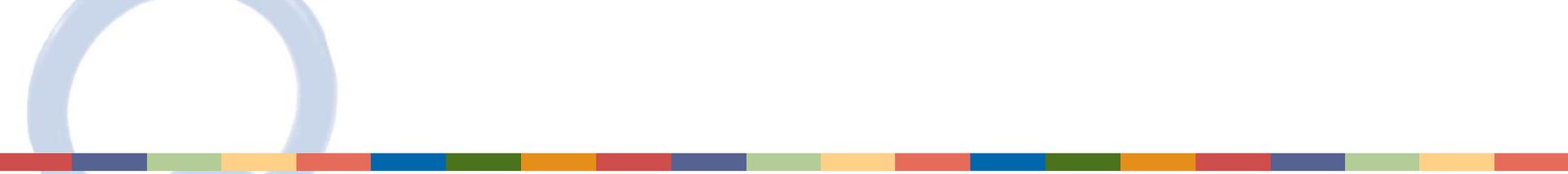
Measuring progress. Inspiring action.



# How can I use data in grantwriting?

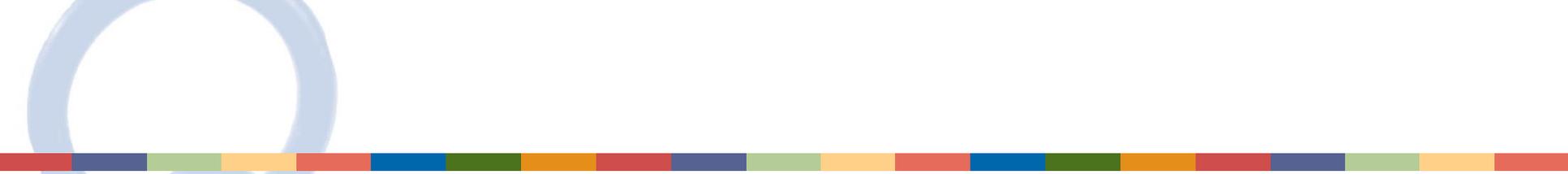


**Why should I use  
data in grantwriting?**



**Where can I find  
good data?**





**Data is where?**

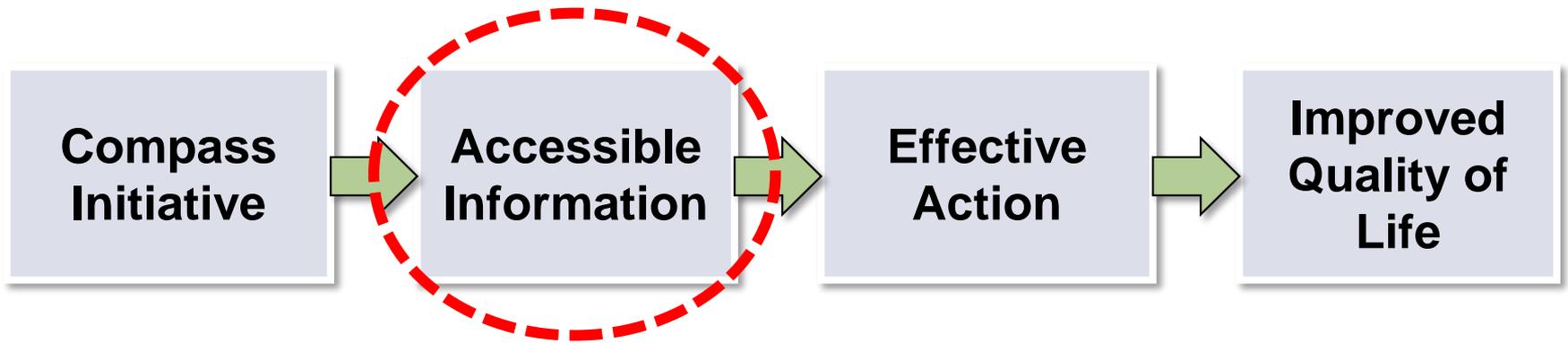
**Cannot find.**



# What is MN Compass?

Minnesota Compass provides a common foundation of information to effectively address community issues and measure progress in solving them.

# The Minnesota Compass logic model



**Measuring progress. Inspiring action.**

# Thank you, Compass funders!

3Mgives

Bush Foundation

Blue Cross and Blue Shield  
of Minnesota Foundation

Boston Scientific

Otto Bremer Trust

Greater Twin Cities United Way

Initiative Foundation

Mardag Foundation

The McKnight Foundation

The Minneapolis Foundation

Northwest Minnesota Initiative  
Foundation

The Saint Paul Foundation

The Jay & Rose Phillips Family  
Foundation of Minnesota

Wells Fargo Foundation

Amherst H. Wilder Foundation

Southern Minnesota Initiative  
Foundation



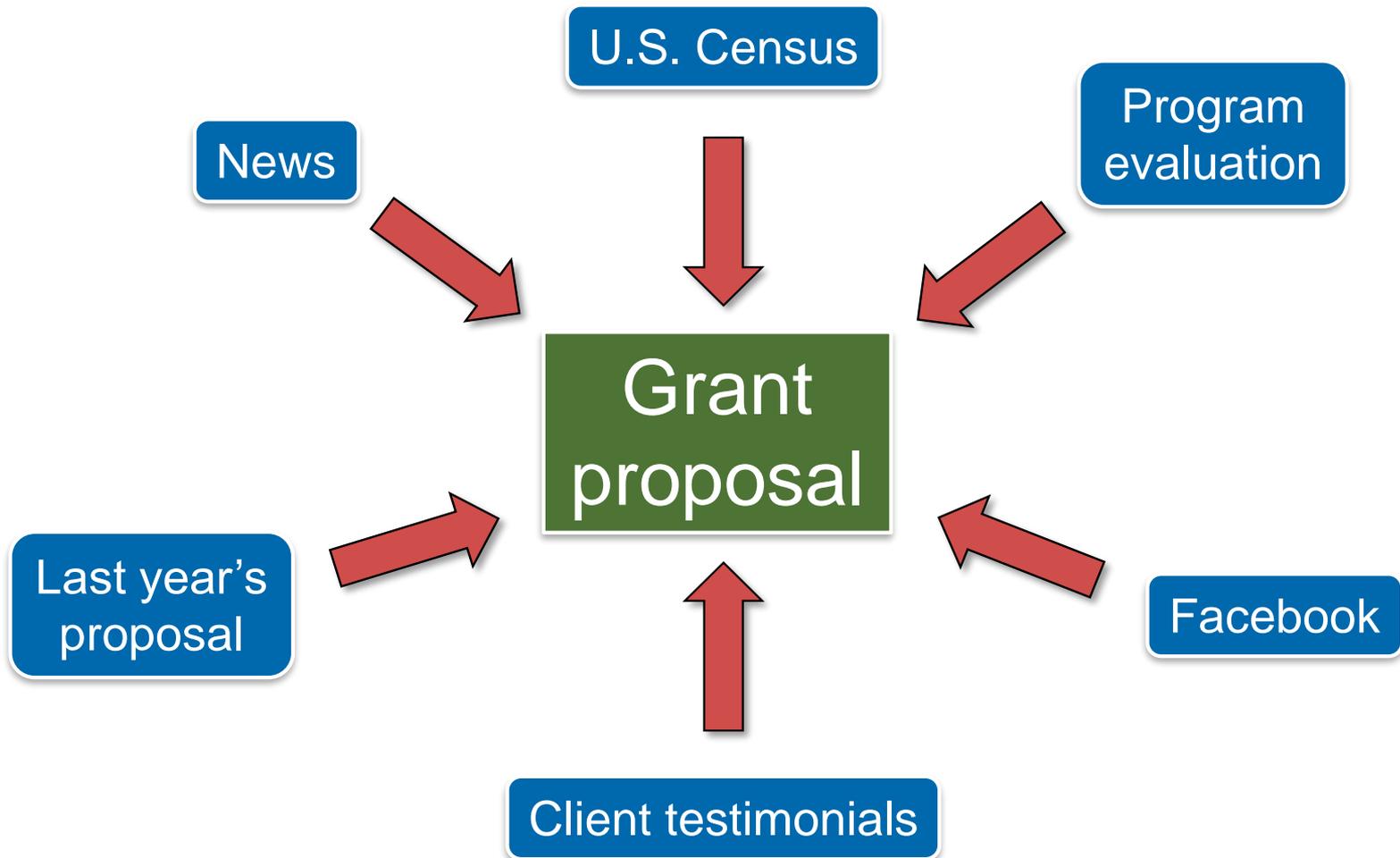
# Tour

# Why use data in fundraising?

- Credibility of a program's work
- Comparison with other programs, issues, and proposals
- Value-add for existing research efforts



# There's no shortage of data sources



# Use the right data

Current

Credible

Relevant



# Let's try it:

## Case for diabetes reduction program in Faribault, MN

- 6% of Faribault residents are diagnosed with diabetes (Center for Disease Control, 2008).
- 9 of the 10 people who came to our clinic last week said they had problems with their health.
- 1 in 5 Faribault residents has a BA degree or higher. [link](#)



# Understand the context

How surveys work

Census products

Constraints &  
assumptions



# Communicate: data savvy



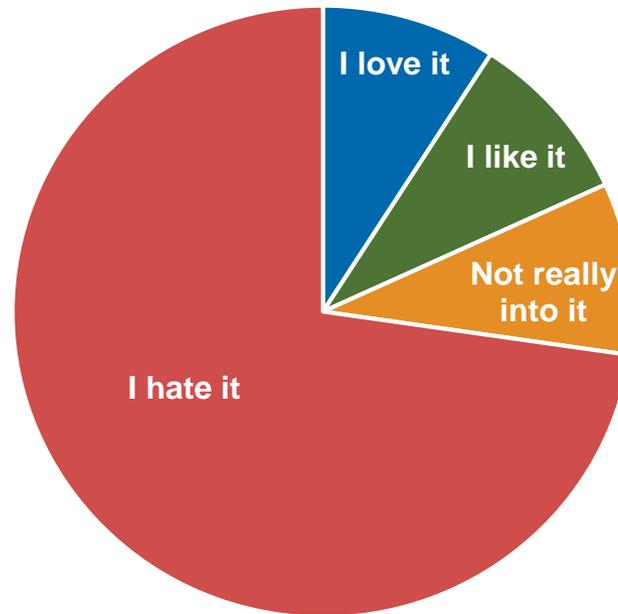
How big is the pie?

Percent change vs  
percentage difference

Margin of error

# Communicate: data savvy

Appreciation of pie

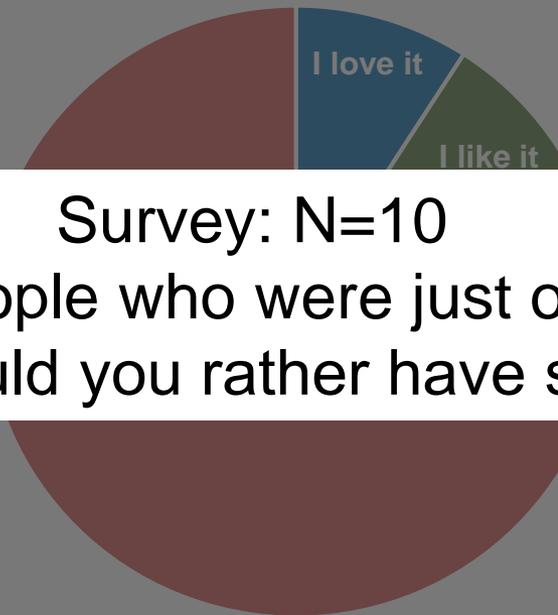


Survey: N=10  
Survey population: People who were just offered a slice of cake  
Survey question: "Would you rather have some pie right now?"



# Communicate: data savvy

Appreciation of pie



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# Communicate: data savvy



How big is the pie?

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Margin of error

# Communicate: data savvy



+1  
100% growth



+5  
200% growth

# Communicate: data savvy

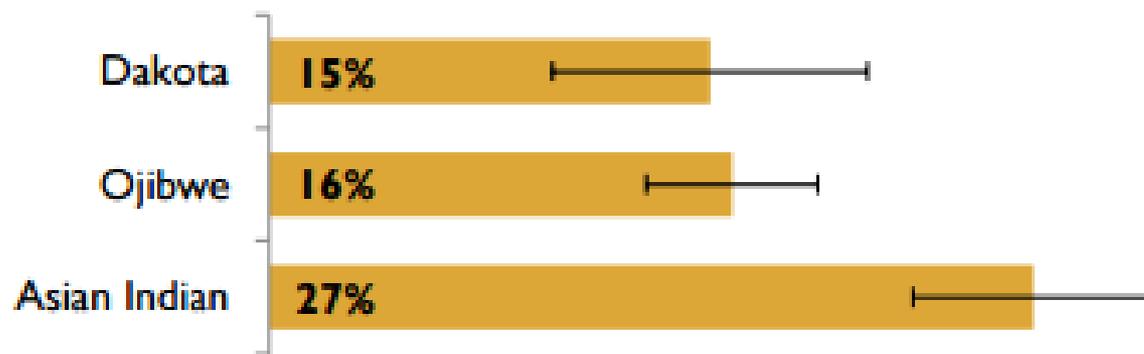


How big is the pie?

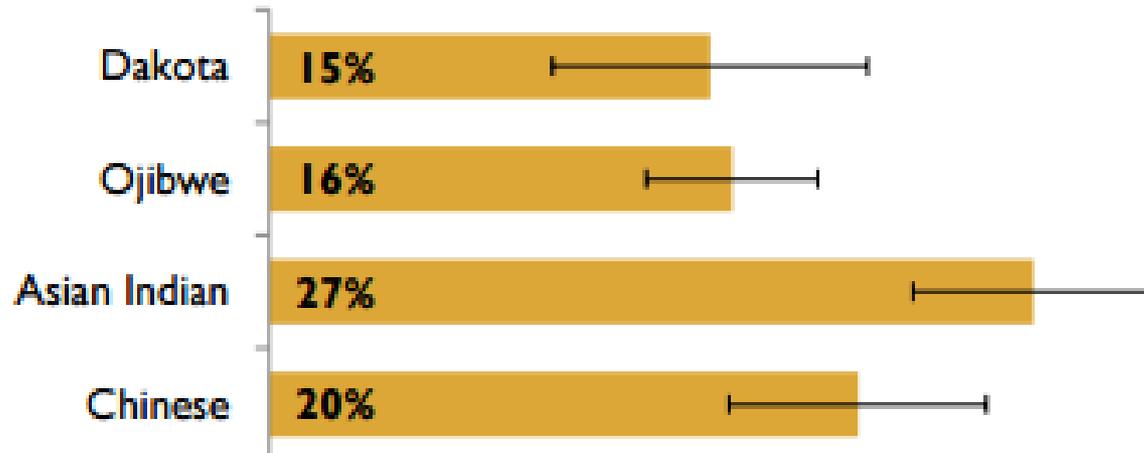
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Margin of error

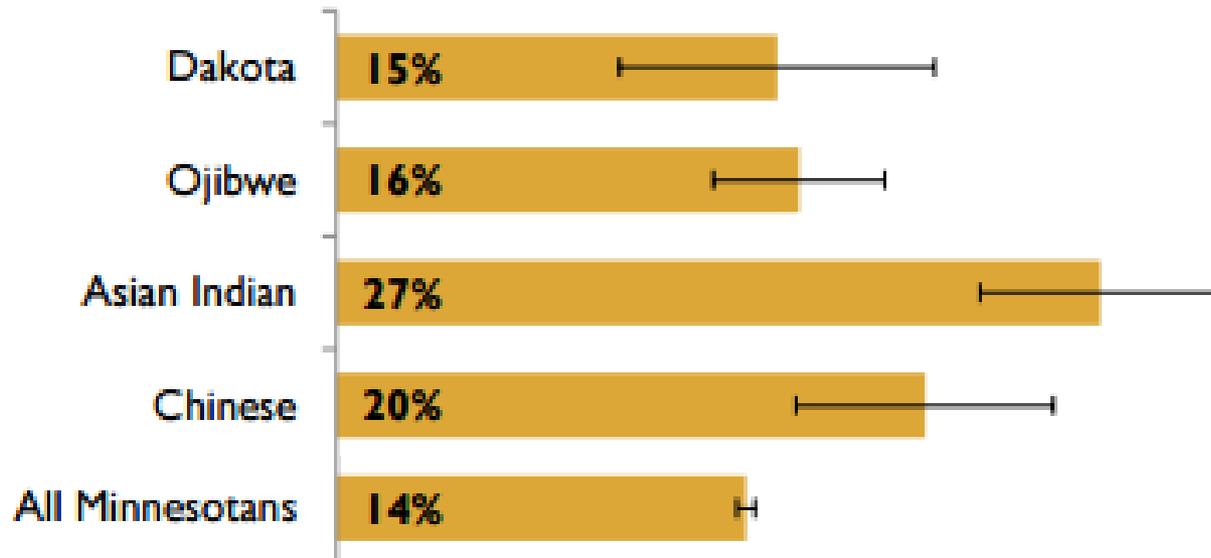
**Figure 5: Share of Population That Moved in the Past Year, Ages 1+**



**Figure 5: Share of Population That Moved in the Past Year, Ages 1+**



**Figure 5: Share of Population That Moved in the Past Year, Ages 1+**



# Tell a story

- Know how you are using the data
  - Hook
  - Call to action
  - Evidence
- “Go the next step”
- Show your expertise
  - Citation
  - Comparison
  - Connection



# Create connections

Topics

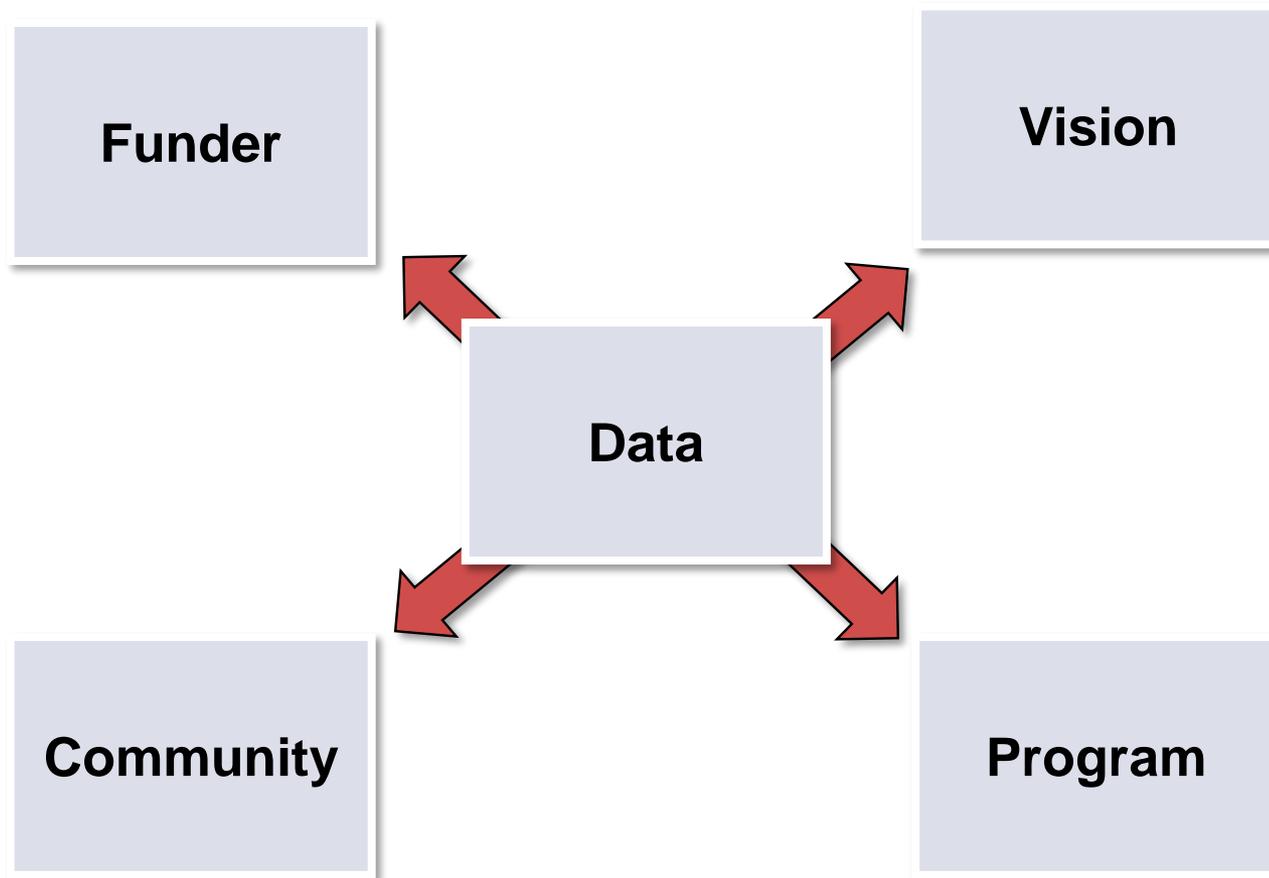
Geographic areas

Key activities

Historic context



# Create connections



# Create connections

Jobs ↔ Education

Mankato ↔ Blue Earth County

Winnebago ↔ Your program

Current data ↔ Trend

# Let's try it: part 1

## Grant proposal

Looking at population by age, 16.8% ( $\pm 1.3\%$ ) of people in Rochester are age 5 to 17 and 62.8% ( $\pm 1.3\%$ ) are 18 to 64. The facts imply that 59.3% of children in Rochester are good at 3<sup>rd</sup> grade reading but the rest can't read.

We are requesting funding for a program that provides free lunches to children in Rochester area schools. We would like to request \$25,000. This money will improve our community, which is something we all can agree is important to do.

*Can we improve on this proposal?*



# Let's try it: part 2

## Grant proposal

Research shows that third grade reading scores are a critical benchmark in predicting future academic and professional success.<sup>1</sup> However, 3<sup>rd</sup> grade students in Olmsted County are less likely to meet this critical benchmark than students in Southern Minnesota. In fact, just 3 in 5 meet or exceed standards, compared to 4 in 5 in Southern Minnesota (source: Minnesota Compass, 2012).

Lack of nutrition is one potential cause of low test scores.<sup>2</sup> Lunches for Kids will use \$25,000 to provide 100 lunches daily to students in kindergarten through third grade at Rochester Elementary for one school year, ensuring that as students approach critical benchmarks like reading, they are prepared to concentrate—and hunger will not hold them back from doing their best.

# Please keep in touch...



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