# KEY INSIGHTS
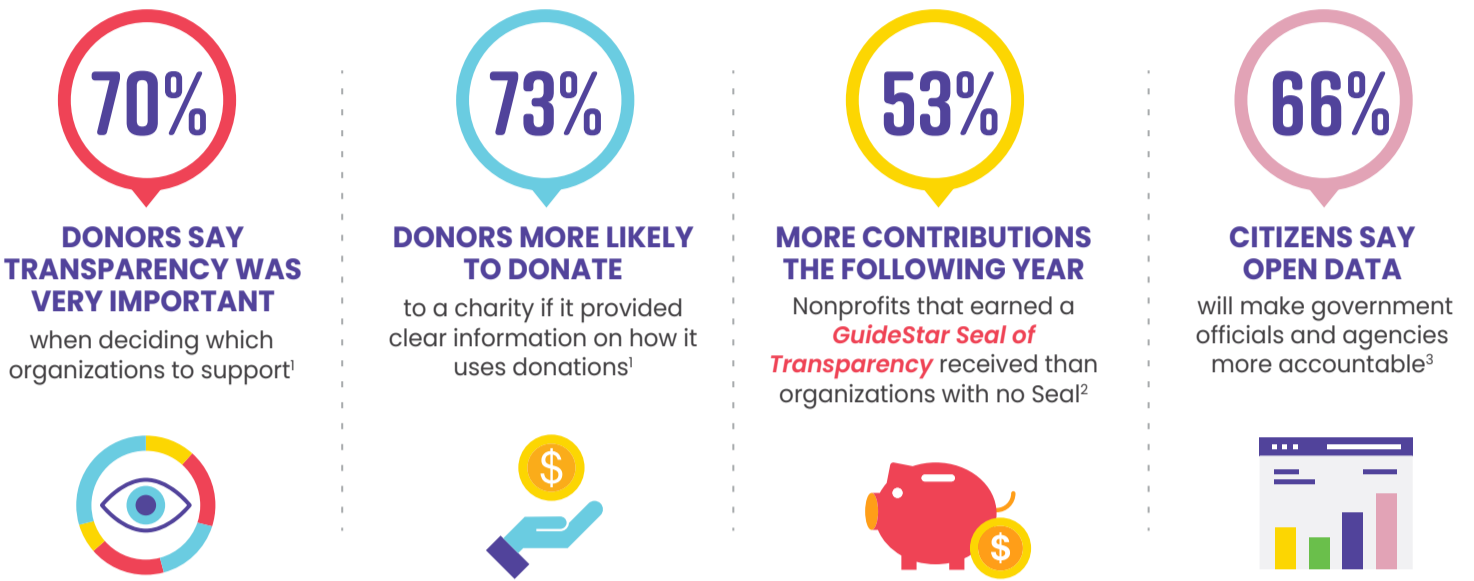## INTO DATA'S IMPACT ON TRANSPARENCY, FUNDRAISING, AND ENGAGEMENT

Nonprofits and government agencies providing human services face the challenge of managing complex programs with limited resources, while meeting the diverse needs of individuals and communities.

Data provide insights into the effectiveness of programs and services, enable organizations to identify trends and patterns, and inform decision-making processes.

## Transparency & Public Support:

Collecting and sharing data about your organization's efforts is often required, depending on the organization's nonprofit status and partnerships with government agencies. Even if data reporting is not required, it can have a positive impact on fundraising and public trust.

**70%**
**DONORS SAY TRANSPARENCY WAS VERY IMPORTANT**
when deciding which organizations to support[1]

**73%**
**DONORS MORE LIKELY TO DONATE**
to a charity if it provided clear information on how it uses donations[1]

**53%**
**MORE CONTRIBUTIONS THE FOLLOWING YEAR**
Nonprofits that earned a *GuideStar Seal of Transparency* received than organizations with no Seal[2]

**66%**
**CITIZENS SAY OPEN DATA**
will make government officials and agencies more accountable[3]

## Growth in Public Data Sources:[4]

More and more municipalities are instituting open-data policies to provide data and demographic information to organizations to bolster efficiency and cooperation, so teams can work together toward common goals across multiple industries.

### U.S. CITIES

- Reported having an open data portal in 2019
- Indicated they had an open-data policy in 2019

**88%**
**OPEN DATA PORTAL**

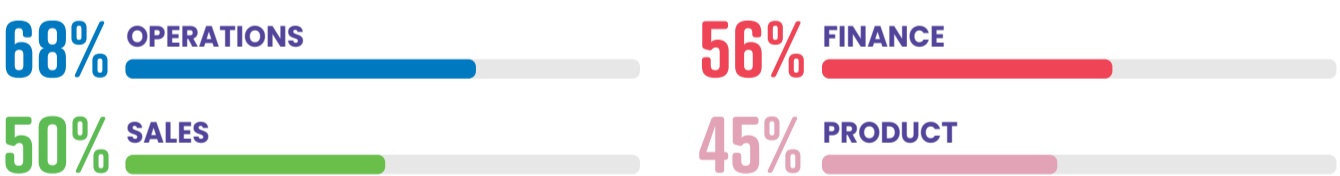**64%**
**OPEN DATA POLICY**

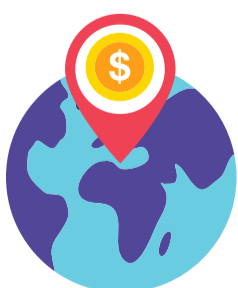## Improving Operations & Outcomes with Analytics:

A growing body of evidence shows that implementing and utilizing open-data policies and continuous analysis of operational data can improve the performance, outcomes and reputations of businesses, organizations, and nonprofits:

**73%**
**USE DATA TO IMPROVE DECISION MAKING**
Percent of local government respondents to one survey said they were using data and analytics to improve their decision-making[5]

**ANALYTICS ARE MORE IMPORTANT THAN EVER**
**49%**
Percent of survey's respondents said analytics were more or much more important than ever[6]

## SMALL BUSINESSES USE ANALYTICS IN:[6]

**68% OPERATIONS**
**56% FINANCE**
**50% SALES**
**45% PRODUCT**

**95%** **DATA DRIVES BUSINESS DECISIONS**
Percent businesses report that government data was important to analyses and forecasting that drive business decisions[7]

## BUSINESSES THAT USE OPEN DATA REPORT:[8]

**85%** **IMPROVED OPERATIONS**

**DEVELOPMENT OF NEW PRODUCTS & SERVICES** **59%**

**$3 TRILLION** **ADDED TO THE GLOBAL ECONOMY EACH YEAR**
by implementing and expanding open data policies[9]

**Using data to inform decision-making in human services programs** can lead to improved outcomes for clients, including increased employment and reduced poverty[10]

SOURCES:
[1] https://www.guidestar.org/UpdateNonprofitProfile/transparency/
[2] https://give.org/docs/default-source/donor-trust-library/2021-donor-trust-report.pdf
[3] https://www.pewresearch.org/internet/2015/04/21/open-government-data/
[4] https://papers.governing.com/2019-Profiles-in-High-Performance-Government-Cities-on-the-move-116842.html
[5] https://icma.org/performance-ebook
[6] https://www.sisense.com/whitepapers/state-of-bi-analytics-report-2020/
[7] https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.33.1.131
[8] https://www.theodi.org/article/open-data-means-business/
[9] https://www.mckinsey.com/~/media/mckinsey/industries/public%20and%20social%20sector/our%20insights/how%20government%20can%20promote%20open%20data/how_govt_can_promote_open_data_and_help_unleash_over_$3_trillion_in_economic_value.pdf
[10] https://www.urban.org/sites/default/files/publication/101105/Effective%20Programs%20and%20Policies%20for%20Promoting%20Economic%20Well-Being_2.pdf