Title: Developing a GIS-Based Donor Engagement and Project Tracking Platform for COCD:

Project Idea: The aim of this project is to design a GIS-based platform that enhances COCD's marketing, fundraising, and stakeholder engagement efforts by generating visually appealing and informative maps. By utilizing GIS mapping to monitor project progress and assess mission fulfillment, the platform will attract new partners and donors to support COCD's cause and facilitate data-driven decision making.

Objective: The primary objective is to create a GIS-based platform for COCD that enables the organization to:

1. Visualize and identify locations for donor and partner funding using Census data.
2. Promote its cause and engage stakeholders through story maps and map dashboards.
3. Monitor the progress of projects over time.
4. Employ advanced GIS analysis techniques to target and attract donors.

Geographic Scope: This project serves the Dayton Metropolitan Statistical Area (MSA), which includes the city of Dayton, Montgomery County, and neighboring counties Greene, Miami, Preble, Clark, and Darke. The project aims to address the needs and concerns of communities within the Dayton MSA.

Team: The project team consists of Shelby, Anna, David, and Njoroge.

Shelby's Contribution: • Recommends using Census data for analysis, creating story maps and map dashboards for stakeholder engagement. • Advises budgeting for an ESRI license to access advanced mapping tools. • Envisions a team of 2-6 volunteers, offering to train staff and create documentation for continuity. • Available for 20-35 hours per week, requesting a monthly stipend or payroll support.

Anna Bezshkura's Contribution: • Proposes mapping immigrants, refugees, resources, facilities, and donor locations for informed decision-making. • Suggests a team of 2-4 people with skills in IT, economics, city government, urban planning, and nonprofit fundraising. • Available for 10-15 hours per week.

David Salloum's Contribution: • Keen on identifying donors and organizations in the same field. • Possesses a personal ESRI license and access to ARGIS. • Provides access to the Essex County Community Foundation database for information on foundations and nonprofits involved in grant activities.

Njoroge's Contribution: • A GIS Analyst and Spatial Data Scientist passionate about social justice and equity. • Willing to commit 20 hours per week to the project. • Recommends using GIS analysis techniques to address various questions, such as clustering Dayton neighborhoods by demographics, mapping immigrants across Dayton, spatio-temporal analysis of client base growth, and geomarketing to targeted donors.

Project Approach:

1. Use available data sources, including Census data, to create informative maps.
2. Leverage ESRI tools for creating dashboards, analysis, and story maps.
3. Train a team of volunteers and staff in GIS techniques and tools for project continuity.
4. Integrate the GIS-based platform with COCD's existing fundraising and stakeholder engagement efforts.
5. Apply advanced GIS analysis techniques, as suggested by Njoroge, to target and attract donors.
6. Monitor project progress and adapt as necessary to fulfill COCD's mission.

By integrating the expertise and contributions of Shelby, Anna, David, and Njoroge, this project will deliver a comprehensive GIS-based platform that enhances COCD's marketing, fundraising, and stakeholder engagement efforts. The platform will enable data-driven decision making and help attract new partners and donors to support COCD's cause.