

DATA IN ADVOCACY WORK

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Credit to INFO 4871/5871 class and Amy Volda

Data is used vastly across industries. Our focus was on how advocacy organizations across a range of fields use data for their work. The aims of the project was to see how varying targeted audiences tied in to how advocacy organizations used data.



DATA IS ESSENTIAL TO EVERYTHING THAT WE DO ACROSS THE ORGANIZATION. WE'RE CONTINUING TO LEARN MORE ABOUT WHERE WE CAN PUSH THAT AND NEW THINGS THAT WE NEED TO BE LOOKING AT NEW WAYS THAT WE CAN BE USING THAT INFORMATION.

SUMMARY

Our team had collectively interviewed **25** participants across **19** organizations that operated in the following **5** domains of advocacy work:

- MENTAL HEALTH AND CRISIS INTERVENTION
- INTERNATIONAL, FOREIGN AFFAIRS AND NATIONAL SECURITY
- ENVIRONMENT CONSERVATION AND PROTECTION
- EDUCATION AND YOUTH DEVELOPMENT
- CRIME AND LEGAL ISSUES

PRIMARY BENEFITS AND CHALLENGES

CHALLENGES INVOLVING DATA:

- ACCESS
- OBTAINING DATA
- COMPILING
- BIAS
- QUALITY
- READER INTEREST/ENGAGEMENT
- AUDIENCE DEMANDS
- MEASURING IMPACT
- MAKING AN IMPACT
- INTERNAL STRUGGLES

BENEFITS INVOLVING DATA:

- STORYTELLING
- QUALITATIVE AND QUANTITATIVE
- INSIGHTS & KNOWLEDGE
- STRENGTHEN RELATIONSHIPS
- COMMUNICATION

AUDIENCE

AUDIENCES:

- POLICY MAKERS
- SOCIAL MEDIA
- CLIENTS AND ADVOCATES
- NONPROFIT PARTNERS
- GENERAL PUBLIC
- FOCUSED/NICHE
- MULTIPLE AUDIENCE SIMULTANEOUSLY
- VOLUNTEERS
- FUNDERS, SPONSORS, GRANT MONEY

Advocacy Organizations used data to communicate to different targeted groups with different missions. The different audiences influenced the way data was used and consumed.



DATA HELPS THEM SEE THE NEED THE WAY I FEEL THE NEED