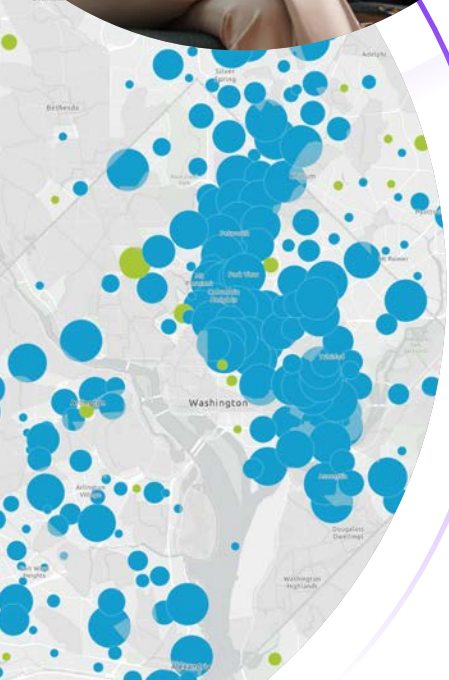# Donor Engagement with GIS for Nonprofits

Nonprofits use GIS technology to locate donors

GIS for Nonprofits

Gain a More Precise Picture of Where Your Donors Are and Engage with Them Using Map-Based Visualizations That Inform and Inspire

In a crowded marketplace, competition for funding and community support can be intense. Nonprofits use geographic information system (GIS) technology to better understand and target donors and inspire donor commitment with multimedia, map-based storytelling tools.

See where your donors are

See where donors are and augment your customer data with location-based information, such as demographic and lifestyle data, to fine-tune donor outreach efforts.

Engage and mobilize donors

Inform and inspire donors to take action, and report on impact with compelling map-based visualizations.

See the World through the Lens of Geography

A GIS creates, manages, analyzes, and maps all types of data. GIS connects data to a map, integrating location data (where things are) with all types of descriptive information (what things are like there). This provides a foundation for mapping and analysis that is used in almost every industry, including the nonprofit sector. GIS helps users understand patterns, relationships, and geographic context. The benefits include improved communication and efficiency as well as better management and decision-making.

See Where Your Donors Are

Nonprofits use GIS to gain a better understanding of where their donors are and where they should focus their fund-raising efforts.

You have your donor list in your database. But how well do you really know where your donors are located? And are you looking for new donors in the right places? With GIS, you can

- Focus your marketing and fund-raising efforts in the right location by analyzing demographic, census, socioeconomic, and lifestyle data.

- Access behavioral and lifestyle data, such as likelihood to donate or volunteer and consumer spending, and more than 15,000 data variables including anonymized age, income, gender, family size, and health status.

- Visualize donor data in the form of a simple infographic or map that accelerates understanding and decision-making.

- Seamlessly integrate with and enrich your customer data, such as a customer relationship management (CRM) system. For example, start with your customer data and augment it with location-based lifestyle data, such as spending and donation habits in high-income areas.
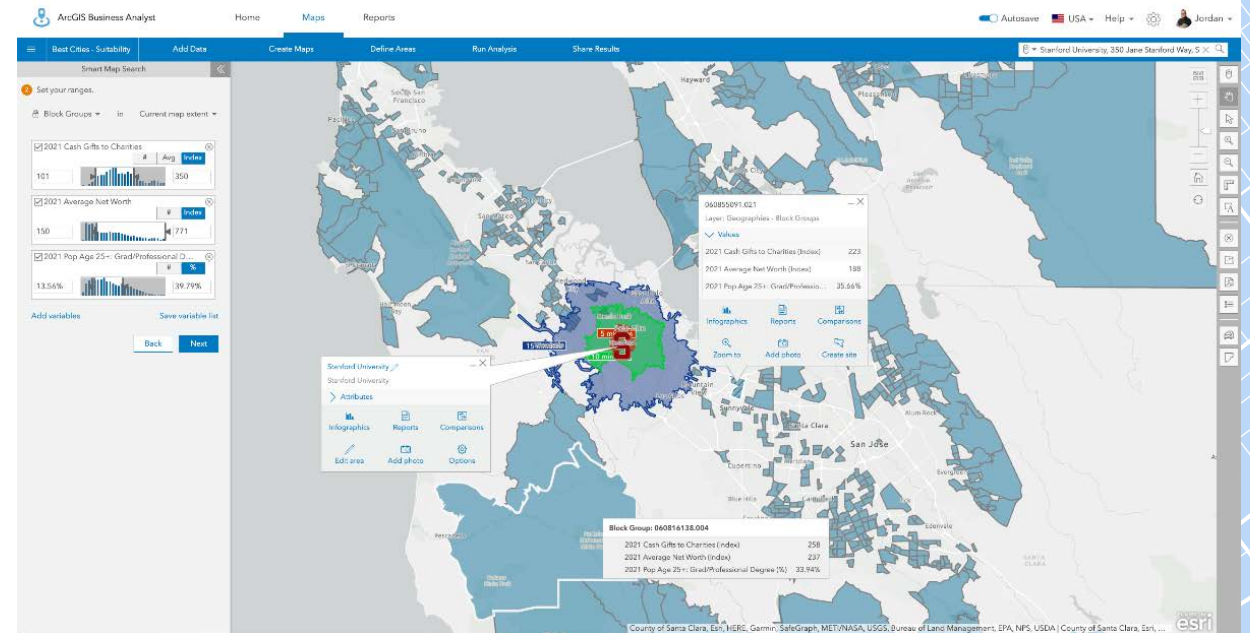
Analyze a location based on variables that are important for fund-raising and outreach efforts. This example shows cash gifts and income levels for areas near Stanford University for a nonprofit focused on fund-raising for education purposes.

Engage and Mobilize Donors

Nonprofits use GIS to tell map-based stories to stand out from the competition and connect with donors.

Nonprofits use place-based information and digital maps to tell the stories of the communities they serve in simple, visual language. For example, childhood obesity often occurs in communities that are located in food deserts or in areas without adequate public green space. Or populations suffering disproportionately from COVID-19 may be located in low-income communities, far away from adequate health services. Telling these stories through the lens of place helps reveal patterns and relationships and connects the dots on the many factors that impact people's lives.

With GIS, nonprofits can

- Advocate for their cause with maps that help donors—as well as policy makers, community members, and other stakeholders—understand complex information that often gets lost in lengthy documentation and quickly see what needs to be done, where.

- Inspire hearts and minds with multimedia tools that provide an immersive experience, enabling the donors to explore and dig deeper into the issues—and their wallets.

- Create interactive annual reports that demonstrate tangible impact and show how donors' contributions have made a difference.

Capital Area Food Bank used ArcGIS® StoryMaps℠ to create this map narrative, _Hunger Report 2020_, to tell an in-depth story of food insecurity in the larger Washington, DC, metro area. The story combines images, infographics, and text, as well as interactive maps that enable viewers to explore hunger-related socioeconomic factors such as household income, unemployment, education, and life expectancy. The story was widely covered in the Washington community, making news in the _Washington Post_ and attracting high-figure donations.

Impacts of Food Insecurity on Children, Adults, and Seniors

Children

Stunted Physical Development

Trouble Concentrating in School

Social and Behavioral Issues

Adults

Increased Absenteeism from Work

Increased Rates of Heart Disease and Diabetes

Poor Mental Health

Seniors

Decreased Effectiveness of Medications

Increased Risk of Heart Attack and Asthma

Increased Health Care Costs

Getting Started

The Esri Nonprofit Organization Program serves a vibrant community using GIS to create a more just, healthy, and prosperous world where everyone can thrive.

The Esri Nonprofit Organization Program provides special low pricing to thousands of small-to-large nonprofits that focus on areas from social justice and racial equity to health, education, arts and culture, and more. It provides access to software, data and content, training resources, consulting services, and Esri Community. Find out more about the program.

The Esri Nonprofit Program includes these products to support your donor engagement strategy:

See where your donors are with ArcGIS Business Analyst

ArcGIS Business Analyst℠ Web App Standard is an intuitive web-based tool that enables nonprofit organizations to get started with location analysis without any prior experience. They can use it to identify donors that are critical to your organization's mission, analyze data and interpret the results in a spatial context, and share your findings as informative maps and infographics. Business Analyst Web App works on top of your ArcGIS Online license.

Find out more about the following:

ArcGIS Business Analyst

ArcGIS Business Analyst Web App for Beginners (guided tour)

Engage and mobilize donors with ArcGIS StoryMaps

ArcGIS StoryMaps, part of ArcGIS Online, is a simple-to-use storytelling tool to create professional-looking, polished stories with maps, graphic design features, and multimedia. Give your nonprofit narrative a stronger sense of how people and place connect, illustrate spatial relationships, and add visual appeal and credibility to your ideas. Appeal for donor support and report on impact with compelling and interactive visualizations.

Find out more about the following:

ArcGIS StoryMaps

ArcGIS StoryMaps Gallery: Causes and Advocacy
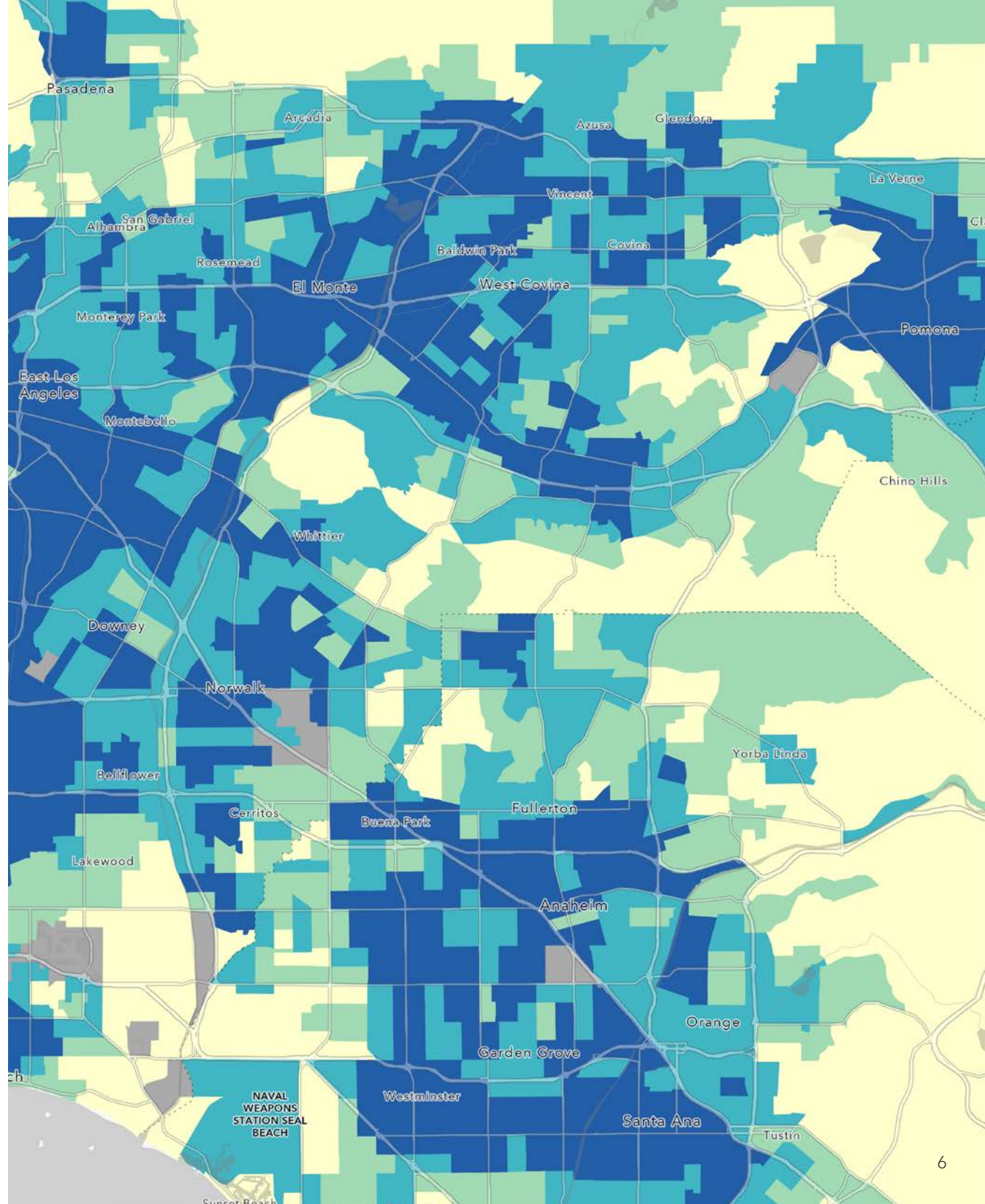
Getting started with ArcGIS StoryMaps

![Esri Nonprofit hands and heart icon]

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Sign up for the *Nonprofit & NGO eBrief*:
go.esri.com/npoebrief

Follow us on Twitter:
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Visit us online:
esri.com/nonprofitsolutions

This map shows social vulnerability—measuring the resilience of communities when confronted by external stresses on human health, disease outbreaks, and natural or human-caused disasters. Darker blue areas indicate greater risk.

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