



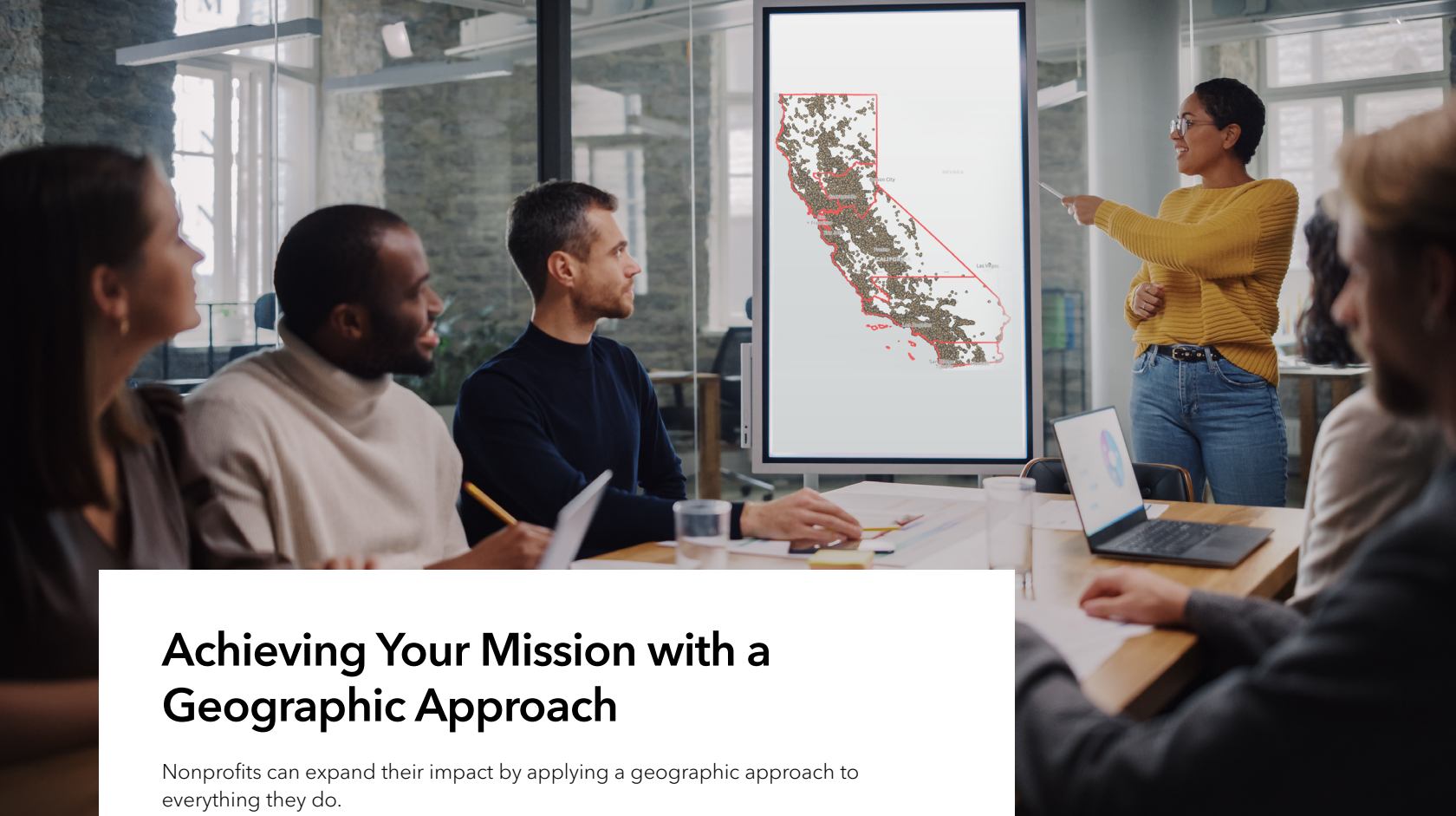
Leveraging GIS for Nonprofits

Geographic Approaches for Nonprofit Organizations





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Achieving Your Mission with a Geographic Approach

Nonprofits can expand their impact by applying a geographic approach to everything they do.

The first principle is to acknowledge that location brings a unique perspective to help organize data and information and apply spatial thinking for new insights.

The second principle is that geographic information system (GIS) technology allows organizations to build and connect data based on geography and provides a system to apply spatial thinking.

GIS supports spatial thinking to create, manage, analyze, and map all types of data. GIS empowers nonprofits of all sizes to better communicate their cause, understand their community, act on their mission, and measure their impact. GIS helps nonprofits extend services, attract volunteers, expand their donor network, and shape public policies.

Successful nonprofit organizations use GIS to

- Advance and communicate their mission more effectively through engaging storytelling tools.
- Better understand their focus areas, donors, and volunteer network by accessing the ready-to-use demographic, behavioral, economic, and environmental data.
- Act on their mission more effectively by applying the geographic approach to every business function for improved outcomes.
- Measure their impact by collecting and analyzing data to monitor performance.



Communicate Your Cause

with a Geographic Approach

Capturing people's attention draws them closer to your cause. Informing them through compelling data visualization and analysis deepens support for your mission. Creating an immersive storytelling experience will make you stand out and help you communicate why you are concerned, what happens if people don't act now, and where the opportunities to intervene are. GIS technology provides the tools to elevate your storytelling and rally passionate change makers around a single destination.

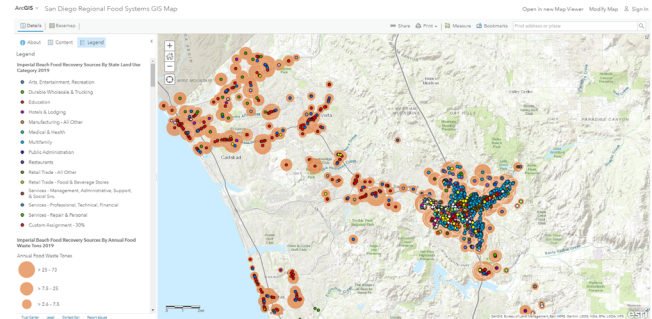


Successful nonprofit organizations use GIS to

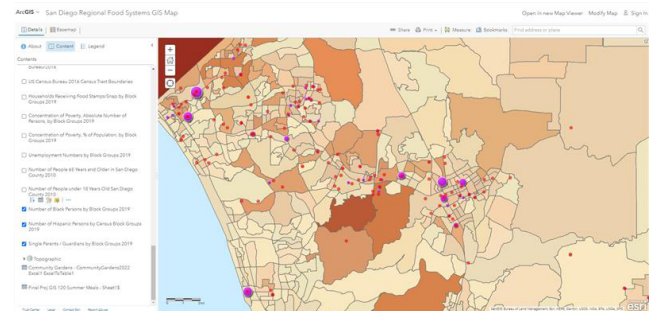
- Target advocates for their cause to gain support and momentum.
- Connect volunteers to a need and empower them to inspire change.
- Shorten the interval between a need for change and a call for action by relating their mission.
- Put their mission in a context of where people work, live, and play.
- Monitor progress to measure their impact.

The North County Food Policy Council (NCFPC), the San Diego Food System Alliance (SDFSA), and Palomar College collaborated to address the food bank needs of the region's communities. This partnership highlights how GIS can support the data collection and analysis performed by nonprofits, local government agencies, and educational institutions.

Together, the NCFPC, the SDFS, and Palomar College gained insight into where food bank resources needed to be prioritized across San Diego County to help eliminate food insecurity.



This ArcGIS Online map shows the locations of San Diego food bank partners across the region.



This ArcGIS Online map shows the Black, Indigenous, and People of Color (BIPOC) population as well as single-parent households in the San Diego area.

Learn more at go.esri.com/SDfood.

Understand Your Community

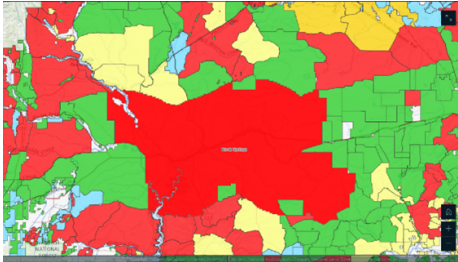
with a Geographic Approach

You know that action is demanded for the issue you're passionate about, but sometimes you need data to validate your understanding and to reach and identify potential supporters. Your heart may be won over by anecdotal examples of your progress, but success comes when you provide validation—the proof is in information that's supported by accurate data analysis.

GIS provides the foundation to discover and leverage authoritative data, collect and analyze your own data, and use analysis to validate your program strategy. Using a geographic lens moves your cause from an instinctive reaction to a call for action.

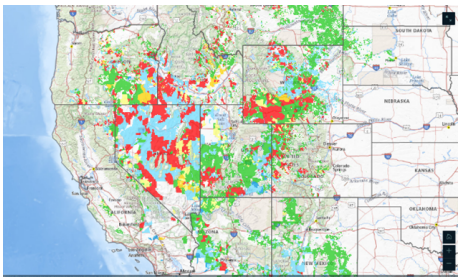


Through public record requests, Public Employees for Environmental Responsibility (PEER) gathered public land assessments from each state and field office. The results of the agency's work are now available to the public and compiled in a centralized map.



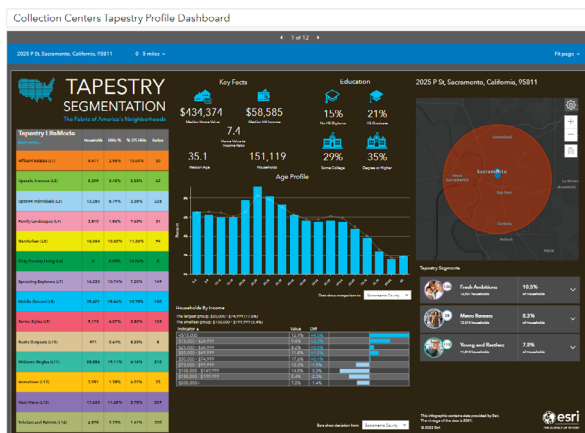
This image based on the US Bureau of Land Management data shows that many of our public lands fail to meet the bureau's own rangeland health standards.

The Rock Springs parcel in Wyoming comprises 2 million acres, of which 950,000 acres are public lands that are leased for livestock grazing. The US Bureau of Land Management (BLM) classified this parcel as failing rangeland health standards due to livestock.



Nevada is among the states with the highest percentage of rangeland that fails to meet the BLM's health standards.





Dashboard for Mothers' Milk Bank Collection Centers

This Mothers' Milk Bank dashboard, using data from ArcGIS Business Analyst™, displays breast milk collection center information obtained from Esri® Tapestry™ Segmentation data.



Demographic Profile Dashboard for Mothers' Milk Bank Collection Centers

This Mothers' Milk Bank dashboard displays demographic profile infographics for each milk collection center.

Learn more at go.esri.com/SanJoseMM.

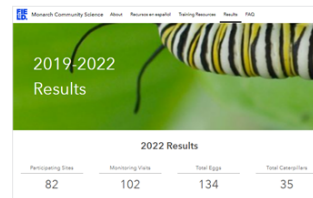


Successful nonprofit organizations use GIS to

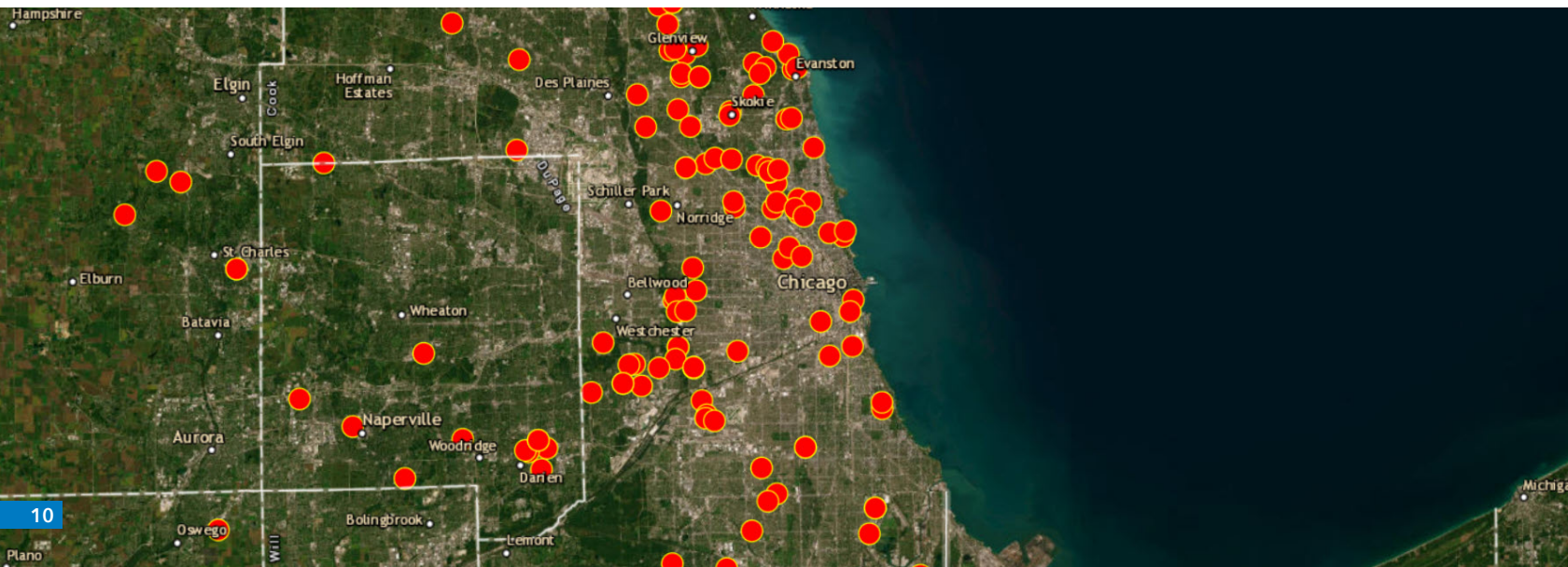
- Advocate for their cause by analyzing and mapping data to move to action.
- Access ready-to-use data and content to accelerate their momentum.
- Measure program success.
- Improve stakeholder engagement with powerful information and graphics.
- Monitor areas where their efforts are needed as a means for intervention.

Learn more at go.esri.com/FieldM.

The Field Museum in Chicago uses GIS to engage local communities in monarch butterfly research and protection. To provide educational tools, inspiration, and background information, the museum used ArcGIS HubSM to create a hub site. The site is also where members of the community sign up to be part of the effort—they can enroll in training sessions and access data surveys based on ArcGIS Survey123.



This hub site, created using ArcGIS Hub, shows the locations where community members found monarch butterflies during 2021.



Act on Your Mission

with a Geographic Approach

Sometimes an organization's mission is not enough. Having a strategic business plan coupled with efficient management and performance-insight tools will ensure that your organization can achieve your mission. A mission-driven enterprise GIS supports market research, field operations, communications, and public engagement and improves the effectiveness of staff across the organization.

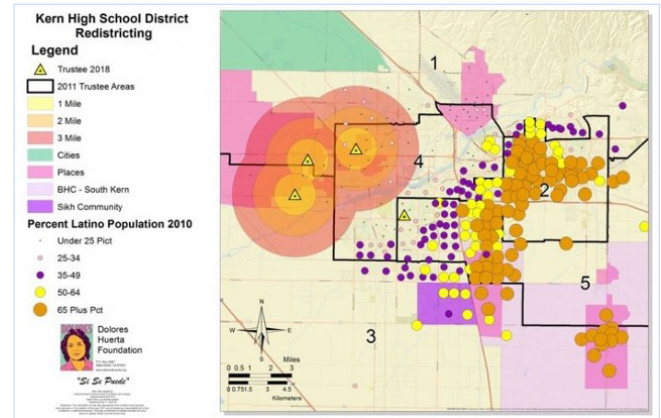


Successful nonprofit organizations use GIS to

- Leverage data and analytics to optimize program delivery.
- Improve accurate data collection and effectiveness in the field.
- Analyze demographic, behavioral, economic, and environmental data to identify where their focus area needs the most support.
- Demonstrate progress and impact of operations through a data-driven approach.

The Dolores Huerta Foundation (DHF), which advocates for underrepresented communities in California's Central Valley, was fighting for more equitable school redistricting. The foundation used GIS to create maps displaying the new boundaries DHF proposed.

Learn more at go.esri.com/DHF.



This ArcGIS Online map of Kern High School District was used as primary evidence in the Dolores Huerta Foundation's lawsuit to enforce fair redistricting in California's Central Valley.





Measure Your Impact with a Geographic Approach

How can you be certain your tactics and approach are making an impact? Use GIS to develop indexes and models that set a benchmark and give you milestones to reach. GIS allows you to model alternative approaches and adjust them as you see their impacts. Leverage tools to better communicate to your network, use authoritative data, collect and analyze your own data, and use analysis to validate your program strategy.

Successful nonprofit organizations use GIS to

- Communicate their impact to their current and prospective change makers.
- Collect and analyze information in real time.
- Develop impactful models to weigh alternative approaches.
- Develop dynamic reporting to share with management, staff, and stakeholders.

Direct Relief staff focused on managing and monitoring the supply chain in GIS maps and dashboards at the start of the COVID-19 pandemic. As the crisis worsened, the organization increasingly relied on spatial analyses to determine how and where to distribute services.

Learn more at go.esri.com/DRGIS.



This delivery by Direct Relief during Hurricane Dorian demonstrates the collaborative efforts to get goods quickly to where they are needed. (Photo credit: David Uttley)



Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping, helps customers unlock the full potential of data to improve operational and business results.

Founded in 1969 in Redlands, California, USA, Esri software is deployed in hundreds of thousands of organizations globally, including Fortune 500 companies, government agencies, nonprofit institutions, and universities.

Esri has regional offices, international distributors, and partners providing local support in over 100 countries on six continents. With its pioneering commitment to geospatial technology and analytics, Esri engineers the most innovative solutions that leverage a geographic approach to solving some of the world's most complex problems by placing them in the crucial context of location.

For more information, visit go.esri.com/GIS4Nonprofit.

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