



# Dataviz for Philanthropists

## How to Communicate Better with Charts

Presentation for the Emerging Practitioners in Philanthropy | January 2014

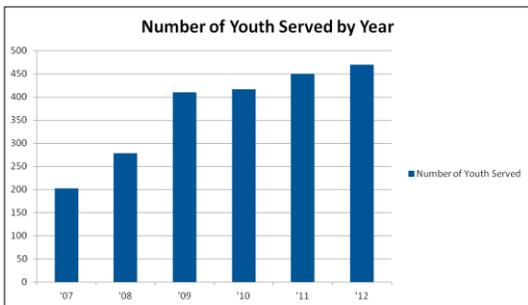
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### The Chart Checklist: 5 Steps to Improve Any Chart

- 1** **Select your story.** Choose 1 finding (of many possible options) to highlight.
- 2** **Reduce the clutter.** Remove or reduce the border, grid lines, & tick marks.
- 3** **Directly label.** Lose the legend—place details right next to the data.
- 4** **Emphasize key findings with color.** Guide the reader's eye with your action color.
- 5** **Summarize your story in the headline.** Add a caption when more details are needed.

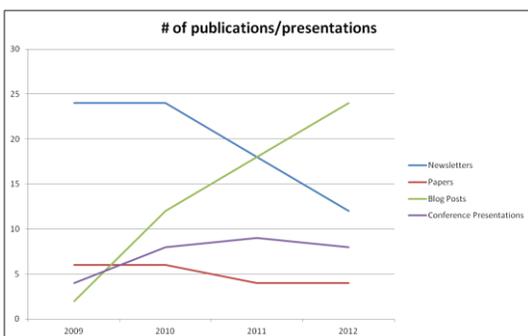
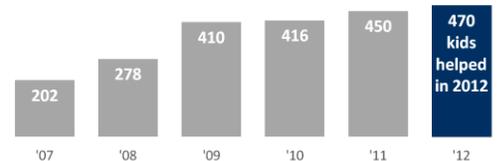
### Before After



#### ABC Nonprofit has more than doubled its services

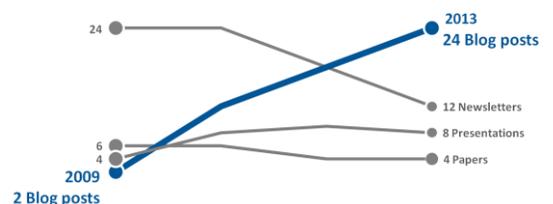
Just six years after opening its doors, ABC Nonprofit is serving 470 students each year in the community—more than double the number of students they helped in 2007.

Number of youth served by year, 2007-2012



#### Our communications strategy now focuses on blogging

Our readers are more receptive to social modes like blogging than passive modes like newsletters. Since 2009, we've produced half as many newsletters and put that content and energy into blogging.



## Am I Doing It Right? Two Tests

- **The Squint Test:** Squint your eyes so that you're peering at the chart through your eyelashes and everything seems a little blurry. Can you see the shape or pattern of the data? If not, revisit Step 1 (remove clutter by removing or lightening the border and grid lines).
- **The Significant Other Test:** Give a draft of your chart to a significant other or coworker. Ask, "tell me what you've learned from this chart." If they hesitate more than 5 seconds, or their story doesn't align with your intended story, revisit Steps 2-4. For example, you may need to work on your headline and annotations.

## Resources

### Excellent multi-purpose dataviz tools

- **Excel:** Nearly all of the graphics from this presentation were made in Excel. Free tutorials at [annkemery.com/excel](http://annkemery.com/excel).
- **Tableau Public:** Careful—your datasets become publicly available when uploaded.
- **R:** Prior programming experience needed.

### Making specific chart types

- **Social network maps** with nodeXL: 4-step tutorial at [slideshare.net/j\\_morariu/sna-twitter-nodexlevel13](http://slideshare.net/j_morariu/sna-twitter-nodexlevel13)
- **US and state maps:** [presentationmagazine.com/editable-maps](http://presentationmagazine.com/editable-maps)
- **Color advice for maps:** [colorbrewer2.org](http://colorbrewer2.org)
- **Bar charts:** [slideshare.net/annkemery/ann-emery-barcharts](http://slideshare.net/annkemery/ann-emery-barcharts)
- **Side-by-side bar charts:** [annkemery.com/side-by-side-solution](http://annkemery.com/side-by-side-solution)
- **Diverging stacked bar charts:** [annkemery.com/diverging-solution](http://annkemery.com/diverging-solution)
- **Small multiples:** [annkemery.com/small-multiples-solution](http://annkemery.com/small-multiples-solution)
- **Dot plots:** [slideshare.net/annkemery/ann-emery-dotplots](http://slideshare.net/annkemery/ann-emery-dotplots)
- **Circle charts:** [annkemery.com/circle-chart-solution](http://annkemery.com/circle-chart-solution)

### Books

- **The Visual Display of Quantitative Information** by Edward Tufte
- **Designing with the Mind in Mind** by Jeff Johnson

### Blogs

- [storytellingwithdata.com](http://storytellingwithdata.com) by Cole Nussbaumer
- [stephanieevergreen.com/blog](http://stephanieevergreen.com/blog) by Stephanie Evergreen
- [policyviz.com](http://policyviz.com) by Jon Schwabish
- [annkemery.com/blog](http://annkemery.com/blog) (look for the dataviz challenges)

### Twitter (**#dataviz**)

- [@PostGraphics](https://twitter.com/PostGraphics)
- [@NYTgraphics](https://twitter.com/NYTgraphics)
- [@WSJgraphics](https://twitter.com/WSJgraphics)
- ... and many more: [twitter.com/AnnKEmary/lists/dataviz](https://twitter.com/AnnKEmary/lists/dataviz)

### Inspiration and examples

- [thumbsupviz.com](http://thumbsupviz.com) or [@thumbsupviz](https://twitter.com/thumbsupviz)