





USING DATA TO REDEFINE RURAL ROI

WE ARE A SMALL TOWN WITH MANY HELPING HANDS!





20% HAVE GONE INTO ND'S RURAL COMMUNITIES



StrengthenND[®]



BARRIERS

1. Structural Urbanism
2. Overcomplication of Grant Processes
3. Lack of Rural Context



StrengthenND®



WOLF PUP
Learning Center
PRESCHOOL 1

MAKE THE WORLD

A BETTER PLACE



StrengthenND®





MORE THAN 400 FEDERAL PROGRAMS



WE ARE A SMALL TOWN WITH MANY HELPING HANDS!





WHERE DO WE START?



CULTIVATING

1. Passive & Active Data Collection
 - a. Chalk Boards
 - b. Postcards
 - c. Sticky Walls
2. Ripple Effect Mapping (Toolkit)
3. Community and/or County Survey (Sample Here!)
4. Rural Community Impact Tool (Coming Soon!)



Strengthen**ND**[®]



SOURCES

1. Community Asset Inventory (Toolkit)
2. Past Strategic Plans (Collate & Analyze)
3. Federal Repositories (ND Compass)
 - a. Census - ND State Data Center
 - b. USDA
 - c. Many more!
4. Regional Planning Council CEDS
5. State-Based Advocacy & T.A. Orgs



Strengthen**ND**[®]



DATA ALLIES

1. Local School
2. Churches
3. Local (Overlooked) Nonprofits
 - a. Food Pantries
 - b. County Social Services
 - c. Community Club
 - d. Many, many more!



Strengthen**ND**[®]



COMMUNICATING

CONTEXT OF COMMUNITY!



StrengthenND®

STORYTELLING

1. Who is your audience?
2. Speak in terms of their interest.
3. Show - don't tell.
4. Don't over-use data.
5. Double-Funnel Approach.



Strengthen**ND**[®]





PUTTING OUR MONEY WHERE OUR MOUTH IS



WHO CAN HELP? CALL US!

West end girls
Pet Shop Boys
Life Aint Always Beautiful - Gary Allan
Mid Night Hook
THE TULIP
FOOD, FLOWERS & GIFTS
COME DOWNSTAIRS & SAY HELLO - GUSTAF
Please Stay by Warren Zevon
My Wish by Robert Flinn
REQUIEM MASS - DAVE FLE
When you say nothing at all - Alesha Dixon
Tehno Blade Tribute
Too Fast For Love
Nights in white Satin
Heaven - DJ Sammy
See you next summer by Brian Kelley
Lord I lift your name on high
Tuttie Fruttie by LITTLE Richard
Amazing Grace
I Just Need You by Toby Mac
American Pie
God Bless America Again
IN THE AIR TONIGHT - PAUL COLLINS
I Cross My Heart
LAST KISS
My Heart
J. Frank Wilson
First things First
Consumed by Fire
John Denver
Free Falling - Tom Petty
I leave my best friend
Tim McGraw
Super Market Flowers by Sheeran
Hay Nineteen
Steely Dan

what song evokes the strongest memories for you?



MEGAN@STRENGTHENND.COM



WWW.STRENGTHENND.COM



THANK YOU!