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USING DATA TO REDEFINE RURAL ROI

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20% HAVE GONE INTO ND'S RURAL COMMUNITIES

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BARRIERS

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

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FRANKLIN
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MORE THAN 400 FEDERAL PROGRAMS

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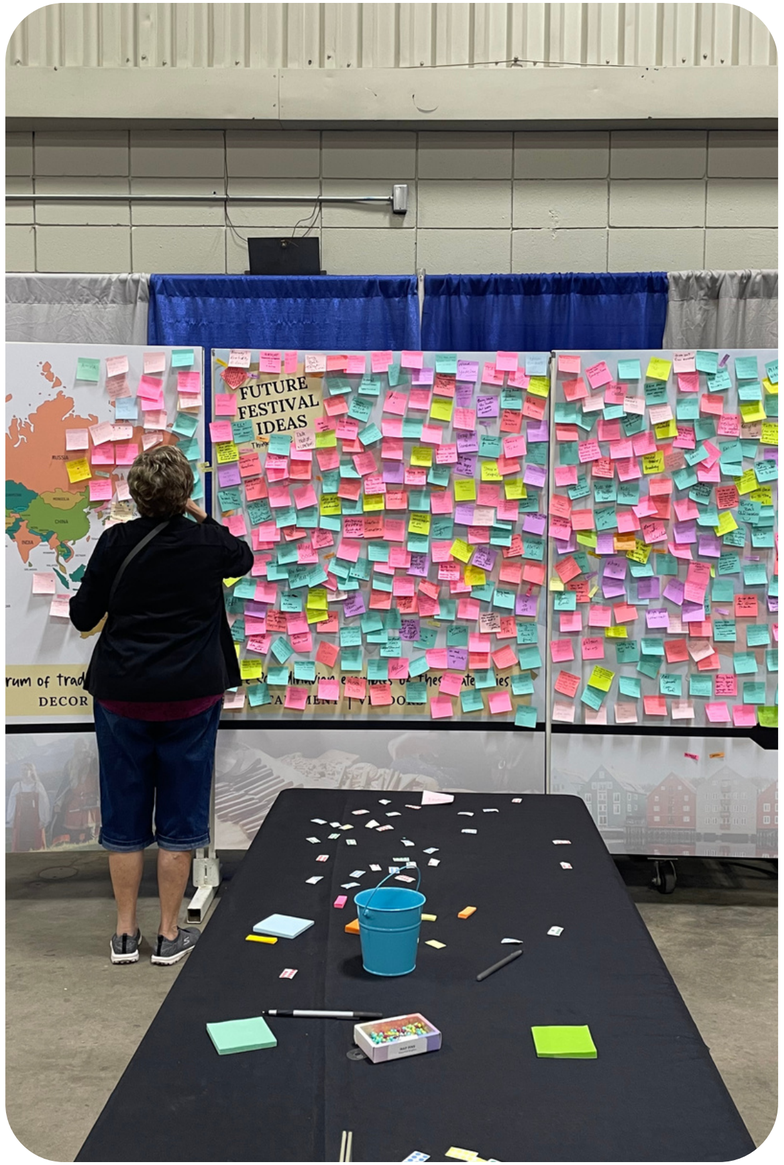
WHERE DO WE START?



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!)

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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

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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!

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COMMUNICATING

CONTEXT OF COMMUNITY!

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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.

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PUTTING OUR MONEY WHERE OUR MOUTH IS

WHO CAN HELP? CALL US!

MEGAN@STRENGTHENND.COM

WWW.STRENGTHENND.COM

THANK YOU!