

VISUAL STORYTELLING TIPS

Practical tips to help tell funders and stakeholders about your organisations impact in the community.

Avoid too much text

- Convert sentences into big stat callouts
- Swap descriptive text for **icons**
- **Limit word count**, no more than 10 - 15 words

32%

Clients reported **improved whanau relationships**.



15

Volunteers

265

Volunteer Hours

Easy to follow layout

- Establish a **logical reading path** - left to right and then down the page
- **Remove** less relevant data and charts
- Share your data in a **consistent way** e.g. naming, colours, symbols

Five Types of Data



User

Characteristics of the people you are reaching.



Engagement

How people are using your services.



Feedback

What people think about your services.



Outcomes

Short-term changes, benefits people have got from the services.



Impact

Long-term difference that has resulted from the services.

Uncluttered and easy to follow Charts

- **Remove non-essential chart elements** e.g. gridlines, 3D effects
- **Use colour** consistently and strategically
- **Sort, group and label your data** for easier reading

Sources: [NPC Data Visualisation - What's it all about?](#), more detailed information is available on the [Five types of Data](#) from NPC.

Select the most effective chart type

Facts and figures

Icons and images to draw attention to data values



Comparison, rank and distribution

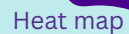
Bar charts and **heat maps** using shapes and colours to represent numerical value.

Proportions

Pie charts, donuts and stacked bar charts show distribution within a group.

Change over time

Line graphs for comparisons and analysis over time.



Relationships and trends

Scatter plot and **bubble graphs** can help show links and connections.

Geographical spread

Heat maps to show concentration on a map.

Text analysis

Word clouds to visually display the most common words.

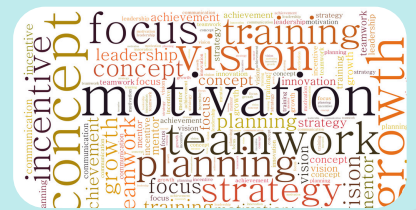


CHART EXAMPLES



Source: NPC Data Visualisation - What's it all about?

Other resources: [Data Camp - Data Visualisation Cheat Sheet](#), [How to make an infographic - video tutorial](#)

INFOGRAPHIC RESOURCES

Bring different types of data together into **one graphic**



www.canva.com

Free easy to use templates for assistance designing **infographics**



piktochart.com



www.iconarray.com

Tools to analyse and show the **frequent words** in a body of text



www.freewordcloudgenerator.com



www.wordclouds.com



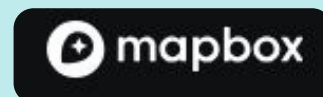
simplewordcloud.com

Tool to help present data on **geographic maps**

Geographical maps can be tricky, if you need help contact [Community Insights](#) for assistance.



carto.com



www.mapbox.com

Translate information into **mind maps**



www.mindomo.com



lucid.co/lucidchart/landing/mind-map-software

Data collection tools, guidelines and templates

Recording volunteer hours, collecting online feedback, QR codes, Client Data Collection and Canva Infographic Templates.



Community Insights

www.communityinsights.org.nz/guidelines-and-templates/

