



## Washington DC Metro Area Chapter Roundtable Discussion

Tuesday, May 27, 2008

### “Data and Stats and Charts – Oh My!” -- Using Research and Studies to Make Your Case

This month AFP/DC looks at how to use research data and statistics in making your organization’s case and in crafting proposals. The program will not only focus on how to use/incorporate this information effectively, but also on how funders typically interpret stats, charts, data or quotes from studies. Many organizations seek to reinforce their program goals by citing this research study or that study, or by driving home the critical nature of their issue because of the latest statistic from the health department, the education department, the polls, etc. The key question is – how well does it work?

The conversation will be led by two professionals who come to the issue from different angles. Can statistics be an effective part of storytelling? And what happens when a funder looks at research study data in a proposal? Kathy Swayze, President of Impact Communications will talk about how she helps organizations to incorporate data, statistics, etc. into direct mail copy and brochure language. Bob Wittig, Executive Director of the Jovid Foundation, will take up the issue from the funder’s perspective. He will help participants to bear in mind what foundations actually think when they read research data or poll statistics in a letter or proposal. How do you think they react? Are they skeptical? Do they trust it? What makes it compelling or not?

- Come to May’s Roundtable Program and find out!

#### Presenters:

Impact Communications President **Kathy Swayze, CFRE** helps raise millions of dollars for the nonprofit community each year. Ms. Swayze believes that people have the power to change the world. Her activist spirit drives her passion to write fundraising and marketing materials for good causes and helps her to bring the stories of the nonprofit community to life. A Certified Fundraising Executive (CFRE), Ms. Swayze has conducted presentations and courses for the Association of Fundraising Professionals, Direct Marketing Association, National AIDS Fundraising Conference and the Leadership Institute of the Human Rights Campaign. Ms. Swayze is a former president of AFP/DC and continues to serve the chapter in many ways as a volunteer.

**Bob Wittig** Bob Wittig has nearly 20 years of nonprofit experience. He has worked for national and grassroots organizations and his nonprofit experience includes fundraising, management, board development, strategic planning, and organizational development. He served as a Peace Corps Volunteer in Ukraine from 1992-94. In 2000, he was the recipient of the Shayne Award, which is given each year to an outstanding executive director of a small nonprofit in the Washington DC Metropolitan Region. Since 2003, Bob has been the Executive Director of the Jovid Foundation in Washington, DC. The Jovid Foundation primarily supports DC-based nonprofit organizations that help District residents in or at risk of long-term poverty to become more self-sufficient. Mr. Wittig is also a member of the Selection Committee for the Washington Post Awards for Excellence in Nonprofit Management.

#### Reservations:

- RSVP via email with subject line “RSVP for Roundtable” at [info@afpdc.org](mailto:info@afpdc.org) by Friday, May 23, 2008. Please include your contact information.
- Limit 30 attendees per session.
- If you cannot attend, please cancel your reservation at least 24 hours in advance.
- **Roundtable discussions are free and open to AFP/DC members only.**

**Date:** Tuesday, May 27, 2008

**Place:** Voices of America’s Children  
1000 Vermont Ave, NW, Suite 700 Washington, DC 20005

**Time:** Metro: McPherson Square, Vermont Avenue Exit (Blue/Orange Line), or Farragut North (Red Line)  
5:00 p.m. – 6:30 p.m.

**Thanks to PROFESSIONALS for NONPROFITS for sponsoring the Roundtable Series through December 2008.**

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