

Data is messy

Numbers are important for measuring our goals, but visualizing their impact can be quite a challenge. So how do we make sense of a textual mess? Contextually, of course. There are right ways and wrong ways to do that.

The right way

"\$1 = seven meals"
— Feeding America Southwest Virginia

The wrong way

"A million is a huge number, and it's really hard to imagine it... Imagine a box with a thousand spoons. You get \$7 OK. Now double that. And double it again. Again. Again. Again. Again. Again. Again. Now subtract 24,000 spoons. And you have a bit of an idea."
— Eugene Mirman, stand-up comedian

Visuals help us learn better and faster.

Visual aids can help improve comprehension **up to 400%**

Our brain processes visuals **60,000 times** faster than text

Text

Our brain processes visuals

They make us feel.

the **TEMPORAL LOBE**
Processes **visuals** and **sounds**...

...it also **converts emotions from personal experiences into long-term memories**

"Words are processed by our short-term memory where we can only retain about seven bits of information (plus or minus 2) [-]. Images, on the other hand, go directly into long-term memory where they are indelibly etched."
— Dr. Lynell Burmark, Ph.D. Visual Literacy Proponent

They force us to act.

One month after Facebook introduced timelines for brand pages, engagement with visual content increased **65%**

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Before After

Infographics are **shared** and **liked** on social media **10x more** than any other type of content.

How Can My Nonprofit Use More Infographics?

Here are some ideas

- Quarterly or annual reports
- One-sheet marketing brochures
- Board presentations
- Event fliers
- Customer testimonials
- Social media posts

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it pays to be good

Have any other ideas? Let us know!

- clickandpledge.com
- facebook.com/clickandpledge
- twitter.com/ClickandPledge
- linkedin.com/company/click-&-pledge

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