
Data + Story = Impact

*Combining marketing, communications, and data to create more meaningful,
impactful messaging*

THIS SESSION

Marketing + Communications + Data

When you combine data-driven insights with storytelling and strategic outreach, you can better understand your audiences, tailor your messages, and amplify your mission.



Understand your audience

Data tells you who is listening, what they care about, and how they engage — so you stop guessing.



Tailor your message

The same stat means different things to a donor, a volunteer, and a policymaker. Shape it accordingly.



Amplify your mission

Strategic outreach backed by data ensures your story reaches the right people at the right moment.

The gap isn't in the data — it's in the translation.

What we often say

"In 2023, VIFoH member organizations collectively delivered 2,700 units of one-to-one grief support, facilitated 31 group programs, and logged 51,260 volunteer hours across 12 service areas."

→ Eyes glaze. Page turns.



What lands

"Last year, 5,180 people on Vancouver Island didn't face grief and loss alone — because of our hospice community."

→ Same data. Human entry point.

Choose your lead number deliberately.



Is it surprising?

"Every death leaves nine people behind — and 85,000 people on Vancouver Island are affected by loss every year." That stops people.



Is it human-scale?

"441 children and youth received hospice support last year" is more powerful than "youth services increased by X%."



Does it lead to action?

"12 hospices are asking for \$1.1M to meet growing need" makes the ask obvious. The number and the gap are right there.



Is it timely?

"Charitable giving to BC hospices dropped 16% since 2018 — while demand keeps growing" connects past trend to present urgency.

YOUR DATA

Vancouver Island Hospice: By the Numbers (2023)



"Every death leaves nine family members behind. Last year, more than 85,000 people on Vancouver Island were directly affected by the death of a loved one."

5,180

total clients served

441

youth received support

555

volunteers across the Island

51,260

volunteer hours contributed

Why it works: the 85,000 stat reframes hospice as a community-wide issue — not just end-of-life care for a few.

Data makes the funding ask impossible to ignore.

16%

drop in BC hospice donations
2018-2023

Pair this with the 85,000 people stat and the \$1.1M ask — and the story tells itself.

How to frame the funding story:

- ✓ Lead with the gap — "Up to 75% of revenue must be raised through fundraising" signals systemic underfunding.
- ✓ Use contrast — declining donations + growing demand = an urgent, credible case.
- ✓ Anchor to a specific ask — "12 hospices. \$1.1M. That's all it takes to meet growing need."
- ✓ Name the communities — Port Hardy to Sooke, Salt Spring to Tofino. Geography makes it real.

The person behind the number.



"We ensure no one grieves alone, and that every life touched by loss is met with compassion, care, and connection."

— VIFoH Strategic Communications Strategy, 2025

The formula:

One person's story + the data that shows scale = *a story people retell.*

Jargon is a wall. Plain language is a door.

Jargon	Plain Language
Unduplicated client count	Number of individual people we helped
Grief and bereavement outcomes	People finding their way through loss
One-to-one support delivery	Sitting with someone in their grief
Palliative care navigation services	Helping families through a loved one's final days
Trauma-informed, evidence-based care	Skilled, compassionate support that actually works

Rule of thumb: if you'd use it at a board meeting but not at a family dinner — rewrite it.

If it can't survive 10 seconds, it won't be remembered.



8-12

seconds

ideal soundbite length for broadcast media

1

One idea per soundbite

Don't say "we serve 5,180 clients through 12 societies with 555 volunteers." Say: "5,180 people on Vancouver Island didn't grieve alone last year."

2

Lead with impact, not process

"We supported 441 children and youth through grief" not "Our youth bereavement programming served..."

3

End with the emotion or the ask

"That's why 12 hospices are asking for \$1.1 million — not millions. \$1.1 million to make sure no one on this Island grieves alone."

Most people only read the headline.



THE HEADLINE

Your headline IS your data communication.

It must work on its own. Assume nobody reads further.

A strong headline:

- Contains a number or an emotion
- Answers "so what?"
- Could be repeated in conversation



BODY COPY

Body copy is for those who want to go deeper.

Layer in:

- Context (why this number matters)
- Comparison (vs. last year, vs. the province)
- The human story behind the stat
- A clear call to action

But never bury the lead.

TRY IT: REWRITE

The same data — three ways.

Raw Data

In 2023, VIFoH member organizations served 5,180 total clients. 2,039 received one-to-one staff support and 661 received one-to-one volunteer support. 555 volunteers contributed 51,260 hours.

Better

Last year across Vancouver Island, 5,180 people navigated grief and loss with help from their local hospice — backed by 555 volunteers who gave 51,000 hours of their time.

Soundbite-Ready

"Five thousand people on Vancouver Island didn't face grief alone last year — because 555 volunteers showed up. That's your community at its best."

Source: VIFoH Strategic Communications Strategy, 2025 (2023 data)

CHANNEL CHECKLIST

One stat, different clothes for different audiences.

Press Release

Lead with 85,000 affected — not 5,180 served. The bigger number earns the headline. Quote must be soundbite-ready.

Funder / Government

Lead with the gap: donations down 16%, demand up, \$1.1M ask. Tie every number to the funded need.

Radio / Podcast

"Every death touches nine people. On Vancouver Island, that's 85,000 people a year." Analogies make numbers land.

Social Media

"441 kids on Vancouver Island received grief support last year. That's your neighbour's child." One stat, one human hook.

Annual / Impact Report

Use 51,260 volunteer hours as a visual callout. Pair the Island-wide map with community stories from each society.

Community Presentation

Start local — name the hospice in the room. Build to the Island-wide picture. End with the specific ask.

What gets in the way.



Dumping all the data



You have 12+ stats. Pick 3. Start with 85,000 — it reframes everything else.



Percentages without context



"16% drop in donations" needs a partner: "...while the number of people needing support keeps growing."



Leading with the federation, not the person



Don't open with "VIFoH unites 12 organizations." Open with "Last year, 441 Island children received grief support."



Burying the funding ask



"\$1.1 million across 12 hospices" is your strongest ask line. Put it early, not in the last paragraph.



No human face on the data



Every number in the plan has a face behind it. Find one person's story that makes 5,180 feel like one.

HOSPICE-SPECIFIC

Your data carries unusual weight.

75%

of annual revenue at some Island hospices must be raised through fundraising — while donations declined 16% since 2018.



Every number in your data is a person — a child losing a parent, a family navigating a final illness, a volunteer showing up. Let that weight show.



Your audiences need different doors into the same data: donors need hope, funders need efficiency, policymakers need system impact, community needs belonging.



The communications plan says it best: hospice "bridges healthcare gaps, reduces strain on acute care, and strengthens community connectedness." That IS the story.

Five things to take with you today.

1

Lead with people, not percentages.

2

Choose one stat that answers: "so what does that mean for our community?"

3

Write for the headline. Assume most people won't read further.

4

8-12 seconds. Practice your soundbite until it sounds natural.

5

Pair every number with a name, a face, or a moment.



Thank you.

Questions & Discussion