

Mapping for Non-Profits & NGOs

Maptive is a web-based software tool that converts spreadsheet data into maps. Maptive is a powerful tool that non-profits and NGOs can use to operate more efficiently, to make better decisions, and to communicate more effectively.

Optimize Operations

Data mapping helps you visualize and understand complex data and helps drive better decision-making. When you understand your data you can optimize your operations and make a bigger impact with your organization's efforts.

Manage Fundraising

Maptive maximizes and simplifies fundraising efforts by enabling you to collect, organize, analyze, and effectively use detailed information about donors and prospects.

Organize Humanitarian Efforts

Create maps that monitor the progress of an ongoing humanitarian effort such as disaster relief. Such maps can provide community members and service workers with essential logistics, help loved ones find each other, direct donations to appropriate organizations and sites, and disseminate information about volunteer work.

Coordinate Volunteers

Map locations of service projects and volunteers to easily assign volunteers to projects based on proximity.

Create Delivery Routes

Organizations that offer delivery services or mobile service programs can use Maptive to create routes between drop-off locations, to determine the distance between stops, and to provide driving directions. Maptive can build an ideal route for you* or you can create one on your own. If you are using a live map, you can make manual modifications to the route as needed.

Understand & Interpret Data

Maptive helps you understand data gathered from surveys, fieldwork, research, etc. by representing it visually. Maptive offers powerful analytical tools, including grouping and filtering. Grouping can be used to make relationships between data clear. And filtering* enables you to view data points at multiple levels of granularity on a single map. It also allows you to screen out elements of your data so you can view only what is most helpful to you.

Conduct Gap Analysis / Needs Analysis

You can use data mapping to understand a community and determine where its needs are and how best to fulfill them. Data mapping can reveal a need for your service by showing gaps in a region or identify redundancy by exposing areas of saturation.

Track Members, Clients, and More

Maptive enables you to create maps from membership lists, clients, partners, donors, clinic sites, and any other location-based features or assets. Such maps can help you understand the people you are working with, where they live, and how to keep them; they can help you recognize gaps, identify changes and patterns, and more. Maps of tracked data can help you plan, understand, and strategize.

Present Information

Use Maptive to create interactive maps that transform columns of data into powerful visuals that help you communicate a problem and deliver information. Maptive custom maps can help you convince stakeholders—policy makers, project planners, etc.—to make decisions that support your cause.

Promote Community Involvement & Awareness

Add maps to your organization's website to connect residents to their own communities:

- Track the changes your organization makes in a neighborhood.
- Publicize projects and community resources.
- Present local statistics such as crime data or housing data.
- Map the locations of service projects along with information about getting involved.
- Display information about people and events relevant to your organization.

Showcase Achievements

Create custom maps that help tell your organization's story or highlight its successes and achievements. Organizations can build maps that show the impact they have made in local communities, display past and present projects, or illustrate the overall scope of their outreach.

*A feature of Maptive 4, the newest version of our mapping software. Maptive 4 will be released in the first quarter of 2013.