

Quantitative vs. Qualitative Evidence

Using Data and Evidence in Proposals

Learning Objectives

- Differentiate the strengths and limitations of quantitative and qualitative evidence
- Identify when to use each form of data in grant proposals
- Discover strategies for combining numbers with personal narratives
- Enhance your storytelling to appeal to funders' logic and emotions

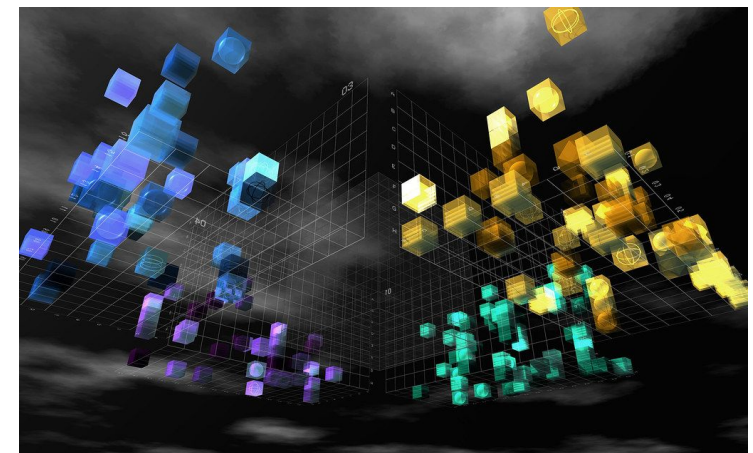
Introduction to Quantitative vs. Qualitative

- Quantitative
 - Numerical data (statistics, metrics, percentages)
- Qualitative
 - Descriptive data (interviews, focus groups, testimonials)
- Complementary Tools
 - Each method addresses different questions and different levels of granularity
- Role in Grant Writing
 - Provides well-rounded evidence base



Strengths of Quantitative Methods

- Measurable and scalable
 - Clear metrics funders can understand quickly
 - Suitable for yes/no decisions (cut-offs)
- Generalizable
 - Findings often apply to larger populations
- Comparative
 - Allows tracking changes over time or between groups
- Objective perception
 - Less prone to subjective interpretation



Strengths of Qualitative Methods

- Rich Context
 - Offers deeper insight into lived experiences
 - Detail and nuance of clients experience with programs
- Emotional Connection
 - Personal stories can resonate with funders
- Flexibility
 - Adaptable to explore emerging issues or community nuances
- Exploratory Power
 - Identifies new, unexpected factors or challenges



Reflection Exercise

Consider the types of information you have used in previous grant proposals

- In your past grant proposals, have you learned more on quantitative or qualitative data? What has influenced your choice?
- Can you recall a time when a personal story changed your perception of an issue, even if you already knew the statistics?
- What was effective about the approach and how might you replicate that effect in your grant proposal?

Strategies for Combining Numeric Data with Personal Stories

- Start with statistics, then illustrate with a real-life example
- Balance macro trends with micro narratives
- Link each key statistic to a direct quote or testimonial
- Highlight personal impact to underscore the data's significance



Best Practices for Data Collection & Story Gathering

- Use standardized tools
 - Validated surveys or known metrics for quantitative data
- Document interviews or focus groups with clear procedures
 - Use vetted methods for coding responses
- Maintain confidentiality when collecting personal stories
 - Make participants aware of any risks
- Seek community feedback to ensure accuracy and respect



Overcoming Challenges in Data Integration

- Be selective and avoid data overload
 - Choose the most relevant stats and stories for your audience
- Ensuring consistency
 - Align definitions, time frames, and sample sizes
- Verifying accuracy
 - Fact-check narratives and cross-reference statistics
- Maintaining confidentiality
 - Mask identifiers if needed
- Maintain documentation of any methods used
 - Changes or replication may be required

Putting It All Together

- Build a cohesive story arc using data and narratives
- Connect each piece of evidence to your proposal's goals and audience
- Highlight action steps based on your findings
- Use visuals (*graphs, quotes, images*) for clarity and impact
- Maintain records of any code or methods

Key Takeaways & Next Steps

- Recap: Quantitative = the “what,” Qualitative = the “why”
- Balanced approach leads to stronger grant proposals
- Review current data practices; incorporate personal testimonials
- Continue refining your narrative with both numeric and human insights