

In order to create an infographic, you do need to have a significant amount of data at your fingertips. An infographic helps to tell a larger story through visuals and small amounts of data that communicate a larger message.

STEP ONE:

Determine what information/data you want to share that is relevant to your project/event/program. How can sharing this data help to create a compelling message? Research relevant national-trend data to use in place of missing specific data to help communicate the need for your project.

STEP TWO:

Use clear visuals and easy-to-read text. An infographic should allow the reader to glance quickly and gain an understanding.

YOUR INFOGRAPHIC SHOULD:

- Show the data
- Encourage thought
- Avoid distorting the data
- Present data in a finite space
- Make large data sets comprehensible
- Encourage visual comparison
- Share an overview and reveal detail
- Serve a clear purpose: description, exploration, explanation, reasoning, etc.
- Be tied to any statistical or verbal descriptions of data

STEP THREE:

Edit for grammar and spelling. Be consistent with tense. Be sure to use compelling data; don't collect or share data that have no bearing on the project/program/event.

STEP FOUR:

Share your infographic with funders, partners, and other stakeholders to communicate the need for your program or the outcomes of your project.

*Be sure to check out the many free online tools to help create your infographic.