Creating Interactive Web Maps for Non-profit Organizations Training Course



19 - 23 Oct 2026

Paris

5800 € (Per Person)

Ref: #CAD5460_60343

Course Introduction / Overview:

This training course is designed to equip non-profit staff, advocacy directors, and community organizers with the strategic and technical skills needed to master interactive web mapping. The ability to visualize and communicate complex social and environmental data through maps is a critical driver for storytelling, donor engagement, and effective resource allocation. This program, offered by BIG BEN Training Center, provides a comprehensive framework for understanding the core principles of geospatial data, from various online mapping platforms and data visualization techniques to web GIS and story maps. We will explore key concepts such as crowdsourcing data, map customization, and the use of open-source data. The curriculum is informed by the academic work of authors like C. J. W. Taylor, whose book, Mapping for a Cause, provides a foundational and detailed understanding of the principles behind effective community mapping. This course goes beyond a simple overview of tools to provide a deep understanding of how to implement real-world solutions that ensure data accuracy, audience engagement, and organizational impact. We prepare participants to be leaders who can build more efficient and innovative digital initiatives.

Target Audience / This training course is suitable for:

- Non-profit staff and managers.
- Community organizers.
- Advocacy and policy directors.
- Fundraising and development professionals.
- Public health professionals.
- Urban planners.
- Environmental activists.
- Government agencies and equivalents.

Target Sectors and Industries:

- Non-profit and Advocacy.
- Community and Social Services.
- Public Health.
- Urban Planning.
- Environmental Conservation.
- Education.
- Human Rights.
- Government and public administration agencies.

Target Organizations Departments:

- Fundraising and Development.
- Communications and Marketing.
- Program Management.
- Strategic Planning.
- Community Outreach.
- Research and Policy.
- Information Technology (IT).
- Field Operations.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply foundational interactive web mapping principles.
- Utilize a free online mapping platform.
- Create engaging data visualizations on a map.
- Develop a compelling story map.
- Gather and integrate crowdsourced data.
- Manage geospatial data from various sources.
- Customize map appearance for a brand.
- Tell a compelling narrative with location data.

Course Methodology:

This training course uses a highly practical and case-study driven methodology. The program is built on real-world examples of successful web mapping projects in the non-profit sector. Participants will work in teams to develop a complete interactive map for a hypothetical social cause, applying the tools and frameworks learned in the course. We will use interactive workshops to practice skills like data cleaning and map customization. The curriculum is designed to be a collaborative experience where participants can share their unique challenges and innovative solutions. Our trainers, with extensive experience in the field, will provide direct feedback and guidance throughout the course. BIG BEN Training Center is committed to providing a dynamic and practical learning environment, ensuring that participants leave with the skills and confidence to effectively use web mapping for their organization's mission.

Course Agenda (Course Units):

Unit One: Foundations of Web Mapping

- The value of interactive web maps.
- Understanding geospatial data.
- Introduction to online mapping platforms.
- The difference between static and dynamic maps.
- Finding and using open-source data.
- Case studies in non-profit mapping.
- Ethical considerations in data representation.

Unit Two: Data Collection and Management

- Gathering crowdsourced data.
- Using surveys and forms.
- Cleaning and validating data.
- Working with different data formats.
- Integrating data from spreadsheets.
- The importance of data integrity.
- Securing sensitive location data.

Unit Three: Map Design and Visualization

- Principles of effective map design.
- Choosing the right data visualization technique.
- Symbolizing data effectively.
- Using color palettes.
- Creating clear and readable labels.
- Design for different audiences.
- Adding pop-ups and interactive elements.

Unit Four: Building Interactive Maps and Storytelling

- Creating a basic interactive web map.
- The art of story maps.
- Structuring a narrative.
- Adding photos, videos, and text.
- The importance of user experience.
- Embedding maps on a website.
- Sharing maps with stakeholders.

Unit Five: Strategic Application and Impact

- Developing a mapping strategy.
- Using maps for fundraising and advocacy.
- Measuring the impact of a map.
- The future of web GIS.
- Showcasing the value of location data.
- Career pathways in geospatial technology.
- Leading your organization with data.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a deeper understanding of interactive web mapping and a proactive approach to data storytelling empower non-profit organizations to move beyond traditional communication methods and become strategic leaders in leveraging location-based insights to drive social change and impact?

What unique qualities does this course offer compared to other courses?

This training course is unique because it provides a dedicated, strategic focus on interactive web mapping for non-profit organizations. While other programs may cover general data visualization, our curriculum is designed to empower professionals with the specific skills needed to address the unique challenges of the non-profit sector, from managing crowdsourced data to creating a compelling story map. The program is a hands-on experience, with exercises that directly simulate the challenges and decisions involved in a real-world advocacy campaign. We go beyond theoretical concepts to provide a clear, actionable roadmap for balancing the demands of a complex project with the imperative of delivering a successful and impactful outcome. This course is for professionals who want to lead their organizations toward a more efficient, profitable, and innovative future.