

# Sharing Your Impact



How to develop useful outcomes to tell your story

**Presented By:**  
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# Agenda

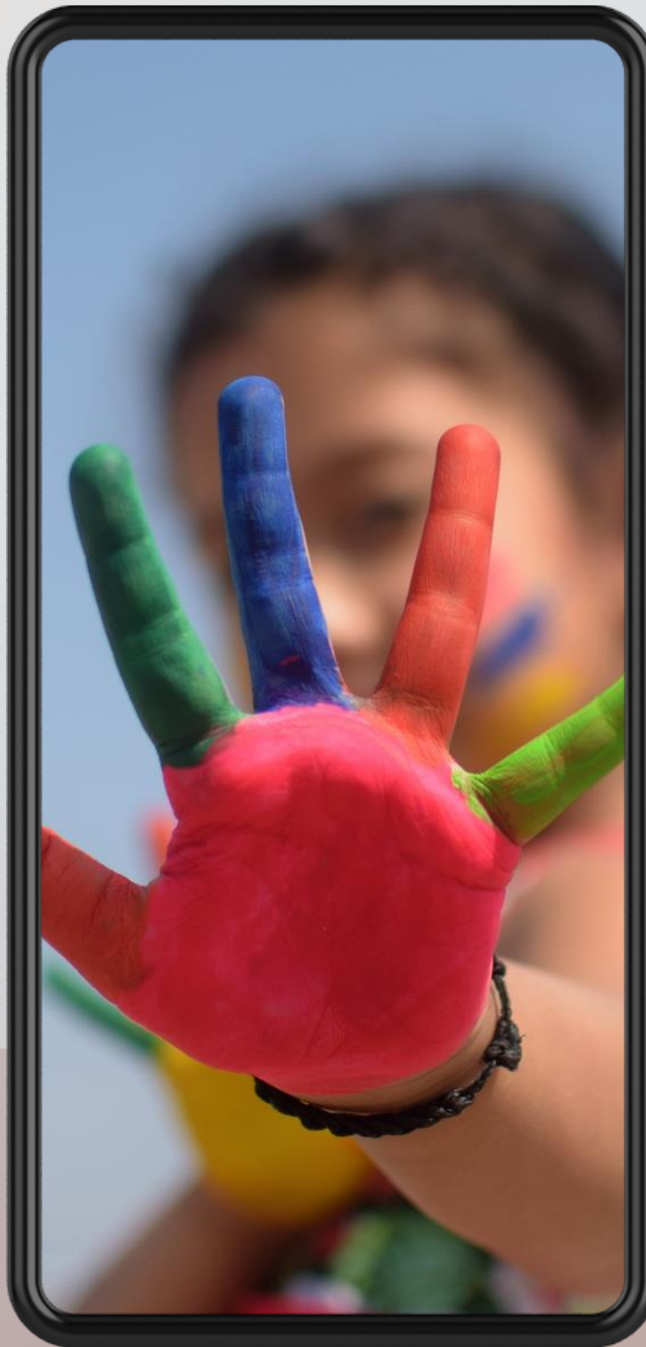


03	Overview
04	Target Population
05	Objectives and Goals
06	Impact
07	Outcomes
08	Measures

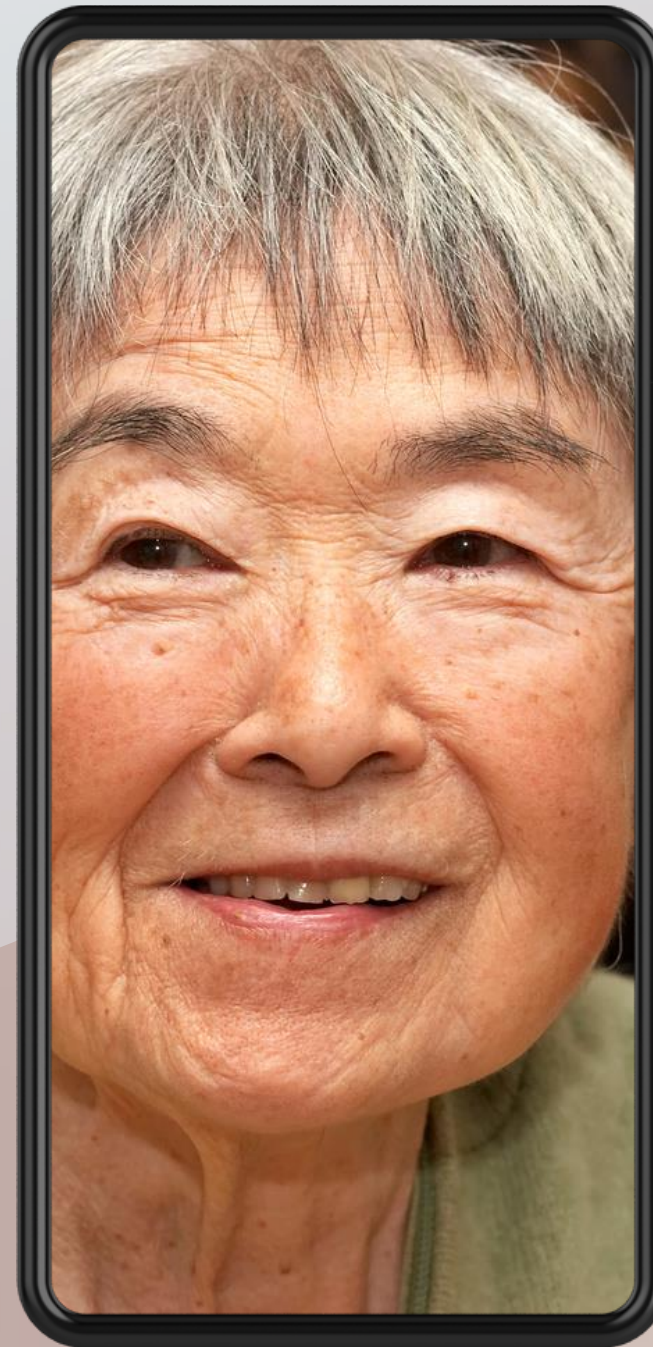


# Target Population

Identify the key population for which each program is intended.  
Make a list of characteristics.



**Target Population #1**  
After-school enrichment program for underserved children in title 1 schools



**Target Population #2**  
Computer literacy program for seniors in rural county



**Target Population #3**  
Hygiene supplies for homeless population in urban core

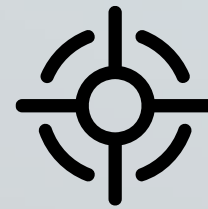
# Objectives and Goals

Clarify your program's main overall objectives and goals.



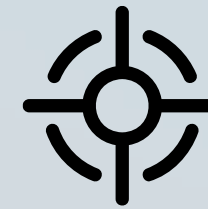
## Goal # 1

Most change your  
organization  
wants to happen



## Goal # 2

Additional change as a  
result of your program



## Goal # 3

Additional change as a  
result of your program



# Impact

The difference your organization makes in the lives of your target population

A person wearing a blue t-shirt with the word "VOLUNTEER" printed on it in white capital letters. The person is holding a small, clear glass jar with a metal lid. The background is a light beige color with a large, dark blue circular shape on the left side. The overall image has a clean, modern aesthetic with a focus on volunteerism and community impact.

VOLUNTEER

# B.A.C.K.S.

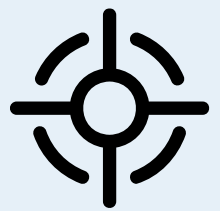
## What are you aiming for?

Determine how you are trying to impact your target group.



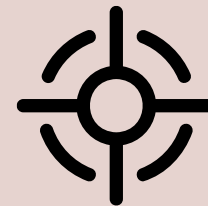
### **Behavior**

To do or NOT do a specific action



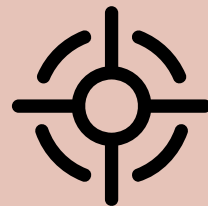
### **Status**

Perception or label based on specific characteristics



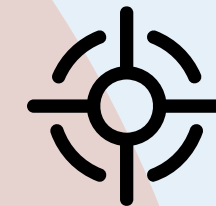
### **Condition**

State that affects a way of life



### **Attitude**

Personal feelings about a subject



### **Knowledge**

Specific information gained from the program

# B.A.C.K.S.

Some changes can be measured  
immediately-  
*Attitude and Knowledge.*

Others are measured after a period  
of time-  
*Behavior, Condition, and Status.*



# Outcomes

## **Output-**

*number of*

participants or activities

## **Outcome-**

*result of*

participation or activities



# Creating Smart GOALS



# SMART examples

- Within 6 months, 75% of GED program participants will pass 2 sections of the GED exam.
- By December 2024, 85% of Workforce Training program participants will demonstrate 75% mastery of specific skills necessary to obtain meaningful employment.
- Within 1 year, 80% of Financial Health program participants will report increased confidence in managing their own finances successfully.
- By May 2025, 70% of students who receive wrap-around support will demonstrate improved behavior in the classroom.

# Measurement

How to gather your data

## Pre-test/Post test

Specific Questions or Demonstrations

## Scale

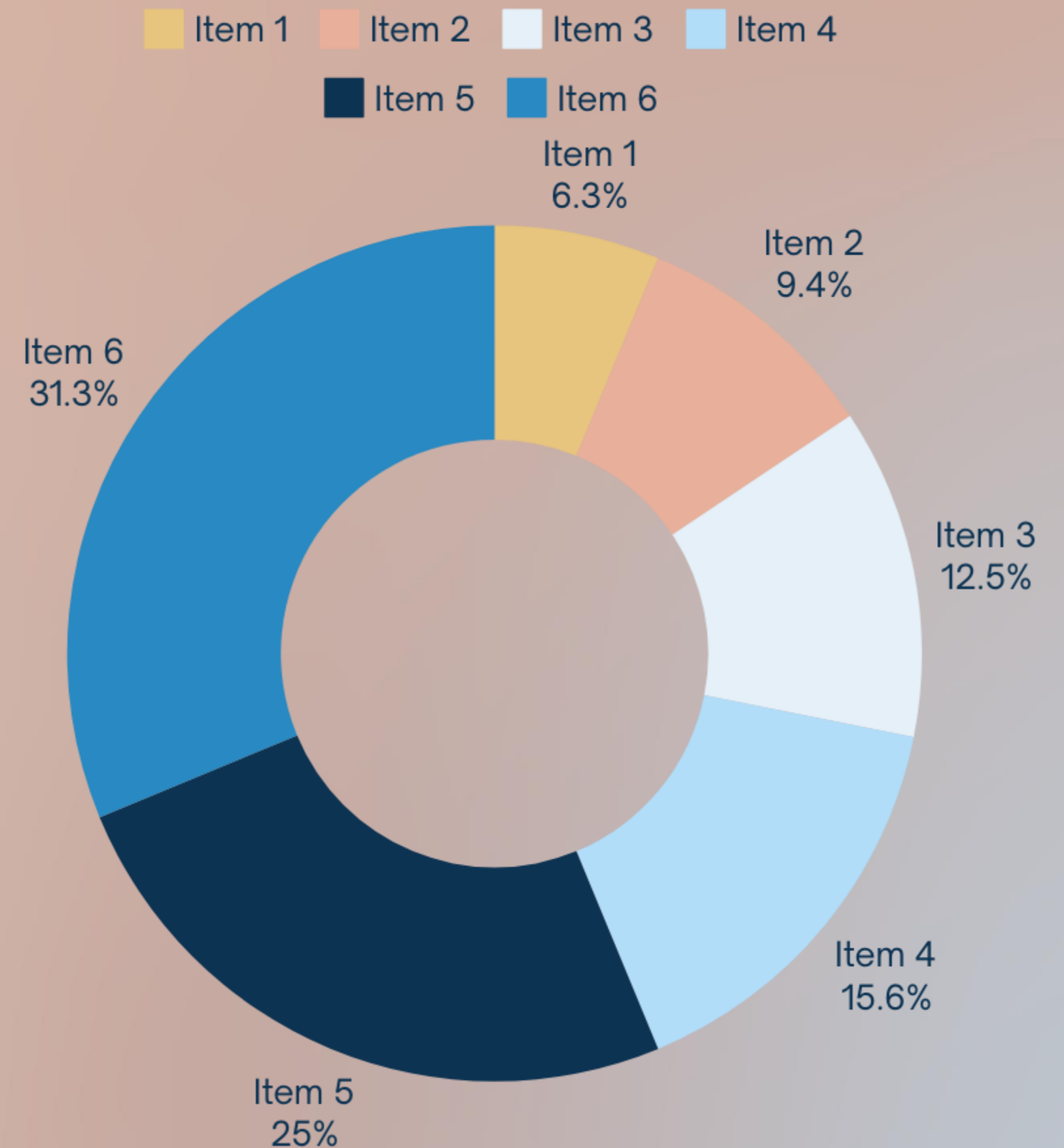
1-5 scale

## Forced Choice

Yes/No, True/False, Either/Or

## Open Ended

Share thoughts- good quotes, stories





# Analysis

Looking at the feedback from your measures



## Step 1

Assign to a person and enter into a spreadsheet.

## Step 2

Look for trends in your data.  
What is it telling you?

## Step 3

Determine and implement changes needed to your program.

## Step 4

Share your findings with funders and donors.



**You bring us joy.  
Thank you all for you are  
doing to change our  
community for the better.  
We appreciate YOU!**



# For questions, reach out to:



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