

Sharing Your Impact

How to develop useful outcomes to tell your story

Presented By:

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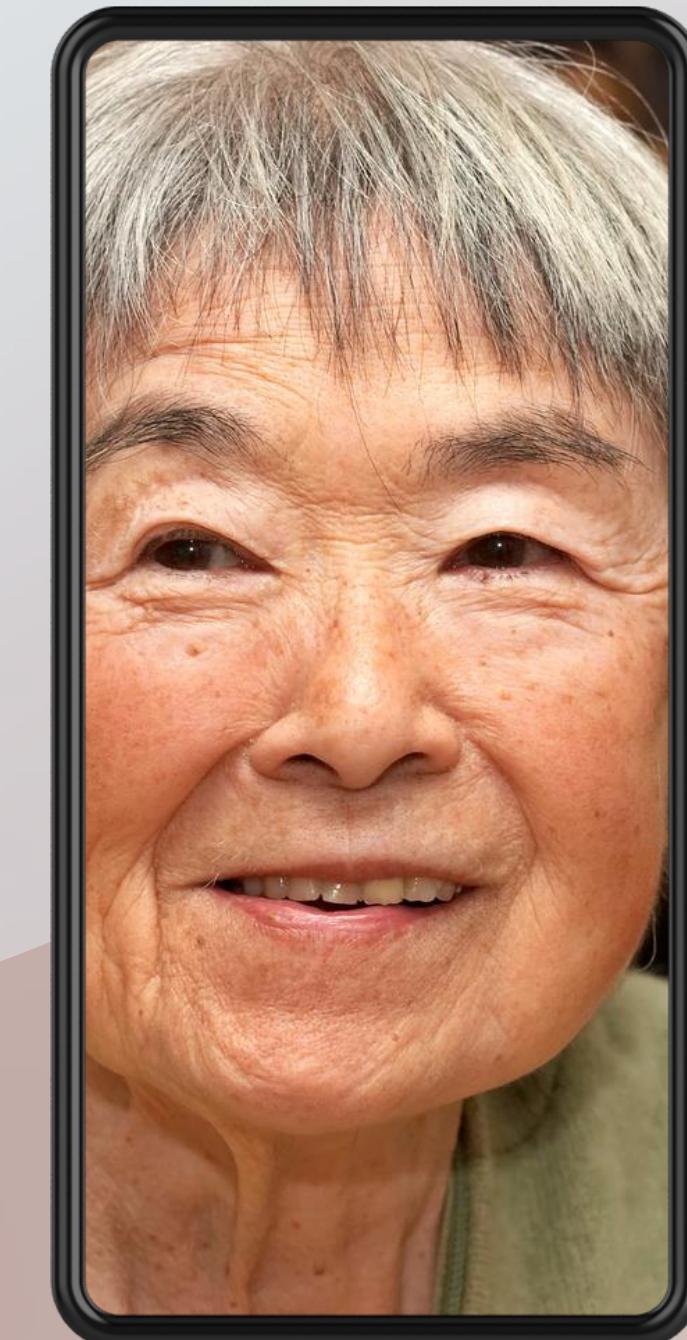
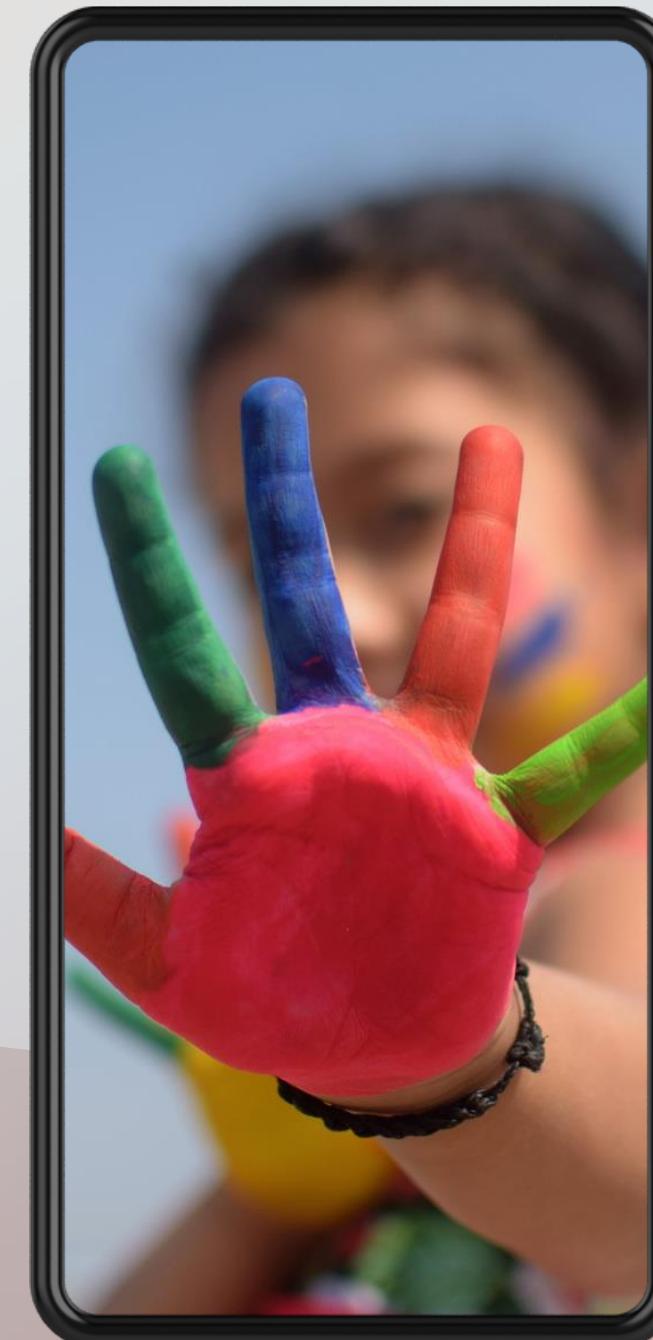
Agenda

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

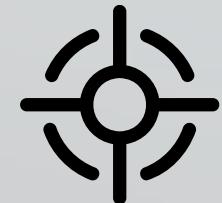
Computer literacy program for seniors in rural county

Target Population #3

Hygiene supplies for homeless population in urban core

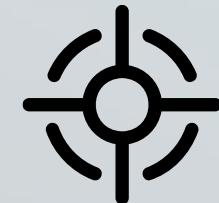
Objectives and Goals

Clarify your program's main overall objectives and goals.



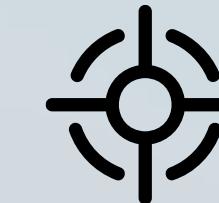
Goal # 1

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

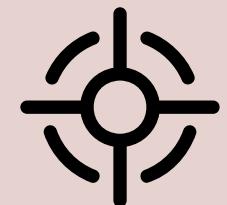


VOLUNTEER

B.A.C.K.S.

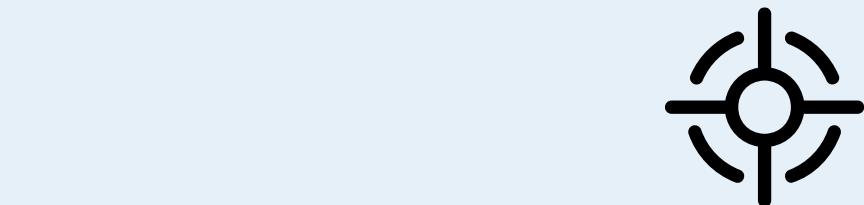
What are you aiming for?

Determine how you are trying to impact your target group.



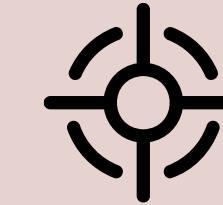
Behavior

To do or NOT do a specific action



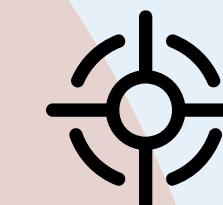
Status

Perception or label based on specific characteristics



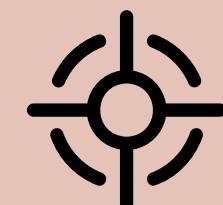
Condition

State that affects a way of life



Knowledge

Specific information gained from the program



Attitude

Personal feelings about a subject

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

Item 1 Item 2 Item 3 Item 4

Item 5 Item 6

Item 1
6.3%

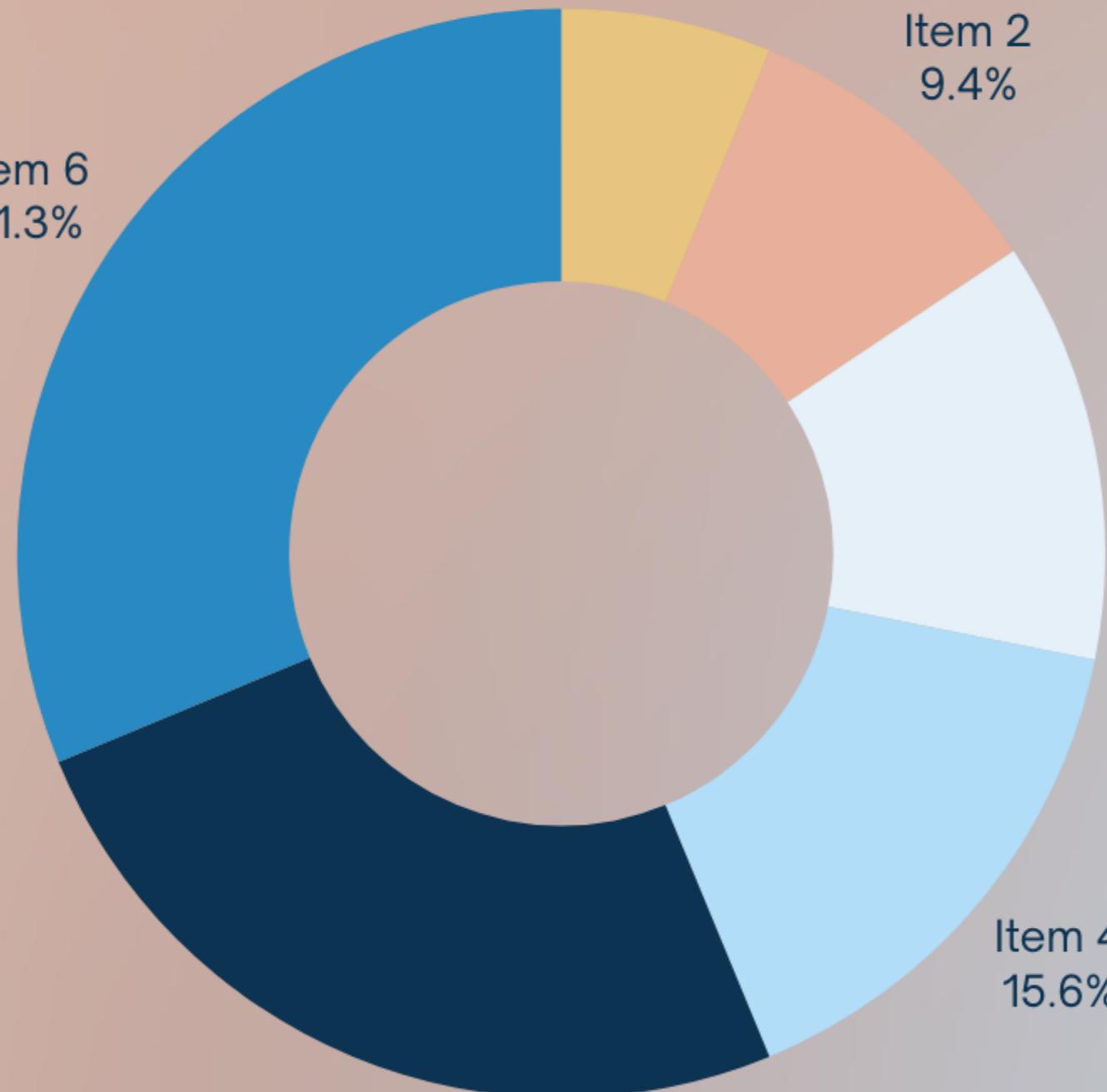
Item 6
31.3%

Item 2
9.4%

Item 3
12.5%

Item 4
15.6%

Item 5
25%



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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