More

Measuring impact:
making the unquantifiable count

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What do we do all day?!

▸ We raise money, we host events – right?

▸ We do:

  ◦ Research, prospecting, locating, planning, feasibility studies, general comms, event comms, specific comms, newsletters, mailshots, annual funds, capital campaigns, legacy campaigns, bursary campaigns, one-off appeals, event planning, event hosting, event clean-ups, annual reviews, staff management, database updates, forecasting, ROI charts, photography, hand-holding, ask planning, actual asking, profile write-ups, report writing, meeting attendance, videography, major donor relationship management, grant applications… What *don't* we do?

But what do we report on?

▸ Funds raised (gross and/or net)

▸ Funds spent

▸ No. of events held

▸ No. on database/twitter/facebook

▸ Size of major donor portfolio

▸ Is that **meaningful**?

▸ Does **anyone** actually read it?

	Sept	Oct	Nov	Dec	Jan	Feb
Income						
# donors	70	80	85	85	87	
Pledge gifts	0	7	4		1	
New Pledge Total inc GA	-	£10,425.00	£3,381.25		£2,100.00	
Running pledge pot	-	£10,425.00	£13,806.25	£13,806.25	£15,906.25	
Cash gifts	-	4	1		1	
New Cash Total inc GA	-	£168.75	£62.50		£62.50	
Total month generated inc GA	-	£10,593.75	£3,443.75		£2,162.50	
%age of parents giving	5%	6%	6%	6%	6%	
Trusts & Foundations						
# applications made	0	1	1	1	0	
Value of outstanding bids	0	£2,108.00	£3,108	£38,108.00	£38,108.00	
# applications successful	0	0	0	0	0	
Value of successful bids	0	0	0	0	0	
# applications unsuccessful	0	0	0	0	0	
Value of unsuccessful bids	0	0	0	0	0	
Alumni						
# active emails	-	54	66	68	71	
# active addresses	-	-	-			
# @AHlumnae followers	3	10	21	24	26	
# Linkedin Members	-	-		438	438	
Prospect Management						
Size of PMD pool	0	3	7	7	7	
Newly identified prospects	3	7	8			
Corporate Sponsorship						
Identified potential supporters	2	0	3	1	1	
Conversations/meetings held	1	0	2	1	0	
Income generated	0	0	0	£1,500.00	0	

Sheet1
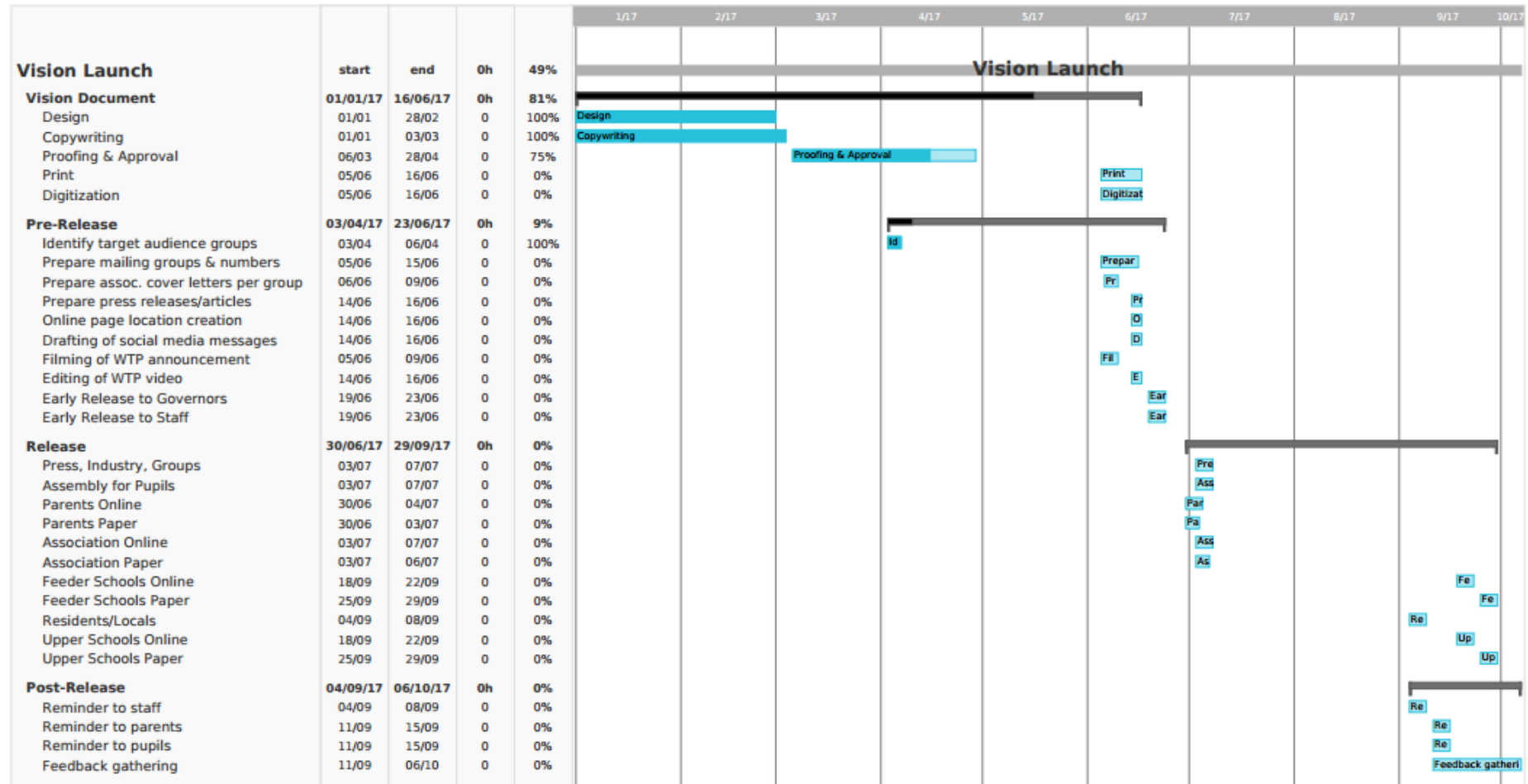
Temptations

- To simply report on what is asked of you
- To take the 'easy' route
- To fill pages with complicated charts and pictures
- To compare unfavourably with the loudest
- To fill pages with results
- To undervalue the process
- To acquiesce to expectations

'You can't be Jimmy Choo if you are Barratts – make a judgement about what you can achieve'

Detail

▸ Gantt is your reporting FRIEND!

▸ Break an activity down into its parts

	start	end	0h	49%
Vision Launch				
Vision Document	01/01/17	16/06/17	0h	81%
Design	01/01	28/02	0	100%
Copywriting	01/01	03/03	0	100%
Proofing & Approval	06/03	28/04	0	75%
Print	05/06	16/06	0	0%
Digitization	05/06	16/06	0	0%
Pre-Release	03/04/17	23/06/17	0h	9%
Identify target audience groups	03/04	06/04	0	100%
Prepare mailing groups & numbers	05/06	15/06	0	0%
Prepare assoc. cover letters per group	06/06	09/06	0	0%
Prepare press releases/articles	14/06	16/06	0	0%
Online page location creation	14/06	16/06	0	0%
Drafting of social media messages	14/06	16/06	0	0%
Filming of WTP announcement	05/06	09/06	0	0%
Editing of WTP video	14/06	16/06	0	0%
Early Release to Governors	19/06	23/06	0	0%
Early Release to Staff	19/06	23/06	0	0%
Release	30/06/17	29/09/17	0h	0%
Press, Industry, Groups	03/07	07/07	0	0%
Assembly for Pupils	03/07	07/07	0	0%
Parents Online	30/06	04/07	0	0%
Parents Paper	30/06	03/07	0	0%
Association Online	03/07	07/07	0	0%
Association Paper	03/07	06/07	0	0%
Feeder Schools Online	18/09	22/09	0	0%
Feeder Schools Paper	25/09	29/09	0	0%
Residents/Locals	04/09	08/09	0	0%
Upper Schools Online	18/09	22/09	0	0%
Upper Schools Paper	25/09	29/09	0	0%
Post-Release	04/09/17	06/10/17	0h	0%
Reminder to staff	04/09	08/09	0	0%
Reminder to parents	11/09	15/09	0	0%
Reminder to pupils	11/09	15/09	0	0%
Feedback gathering	11/09	06/10	0	0%

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Overview
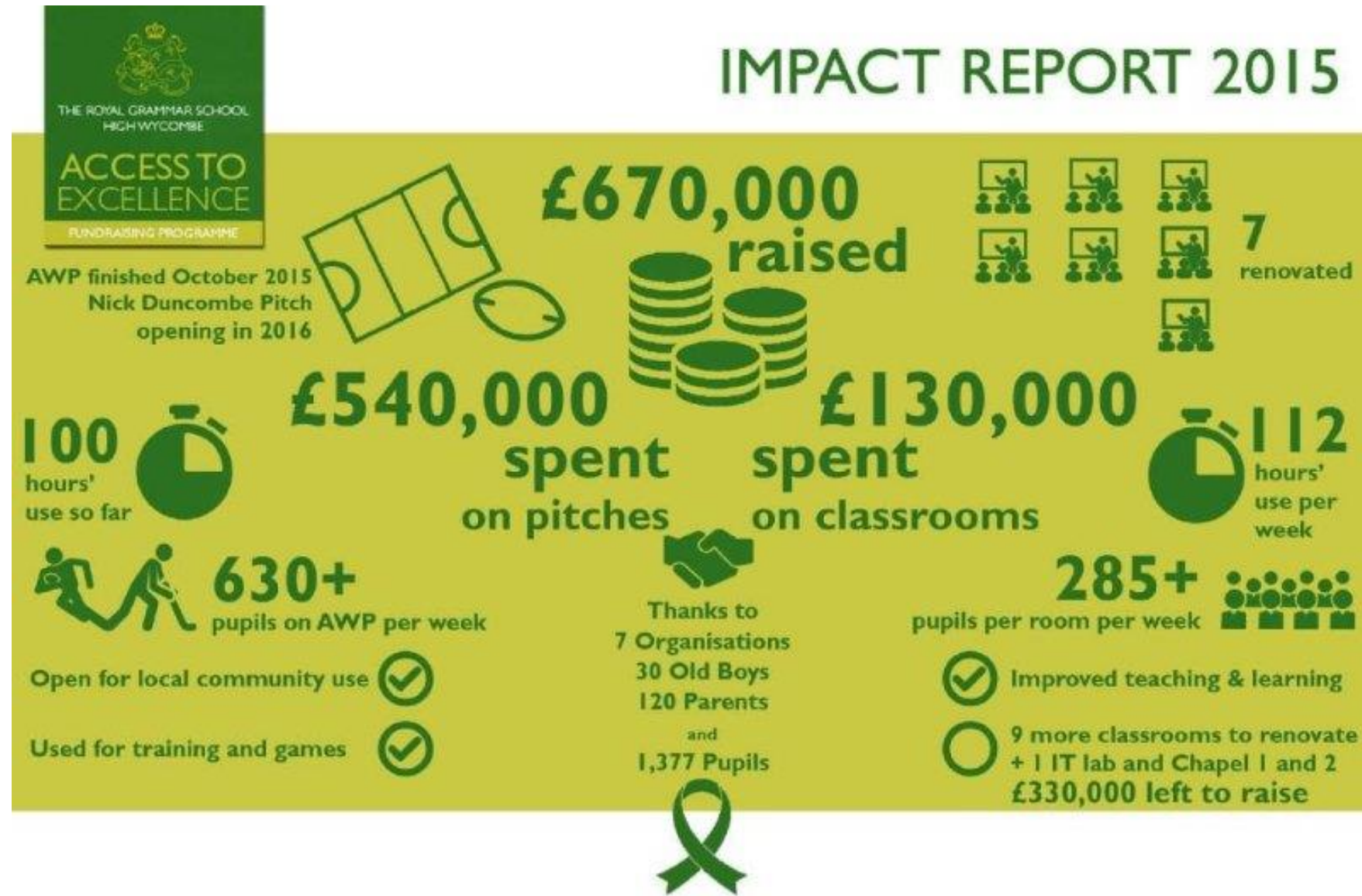
▸ Before you can measure impact, you need to show how your actions link to goals

▸ Be visual. Show the chaos
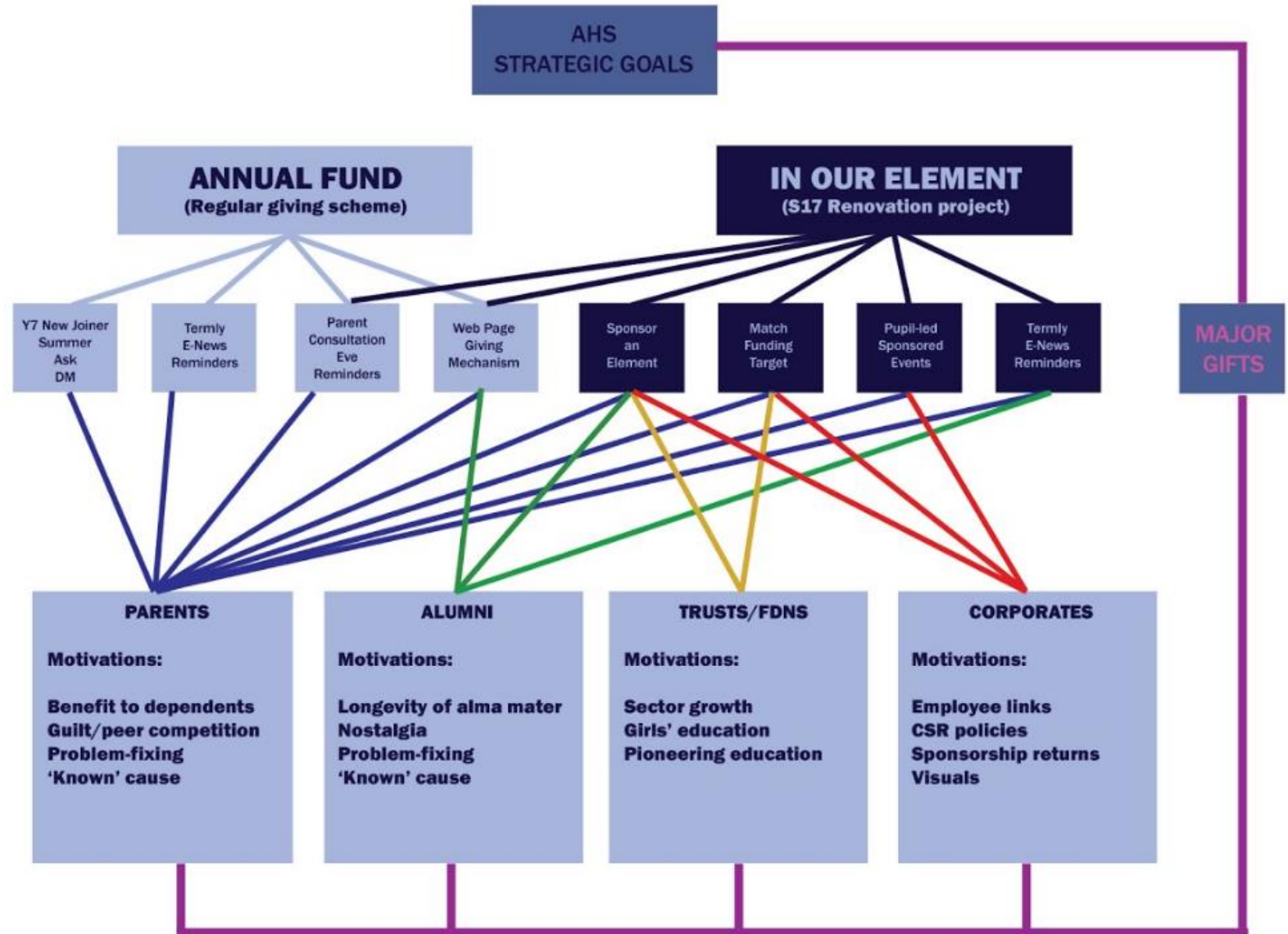
Graphic

▸ But report in a short, punchy, visual manner

▸ Top-line only

▸ Quantify everything: from hours to funds

Audience Matters

▶ **Internal Mgmt**:

▶ Activities
▶ Time
▶ Results

▶ (**D**etail)

▶ **Governors**:

▶ Activities
▶ Results

▶ (**O**verview)

▶ **Everyone Else**

▶ Results

▶ (**G**raphic)

When you're measuring and reporting, be more DOG

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Tips from Development Dog:

- £ is important, but context more so
- Visuals > text
- Show how your activities link to the school strategy
- Imagine all activity charts are handover notes
- Don't forget what you're doing it all for...
- Be more D. O. G.