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# Aligning Your Impact Goals





## Carolyn Keller

- Purpose-driven consultant
- Award Winning Entrepreneur and Community Leader
- Serving nonprofits for nearly over a decade
- Chronic Volunteer



**What is  
impact?**



# Why does it matter?

Understanding and measuring impact is no good unless you utilize it strategically to:

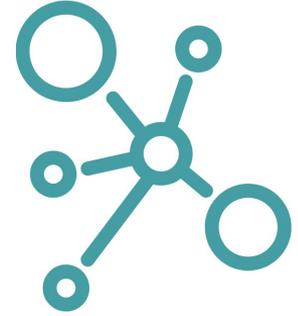
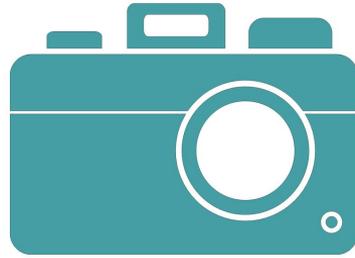
- Drive objective and goals
- Set a baseline for tracking and scaling success
- Cultivate support from stakeholders



# Agenda:

- 4 Guiding Principles of Impact
- Measuring What Matters Most
- Alignment





## 4 Guiding Principles Of Impact





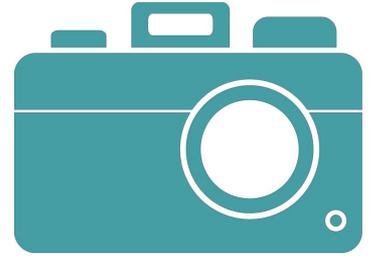
## 1. Start with the End In Mind

Your impact is rooted in your core mission and shaped by the strategies you deploy. As you build your program, include plans for measuring impact right from the start.

This will encourage your team to think about the full scope of your program and consider how each piece can be accurately measured.



## 2. Look at the Big Picture



Good impact management is about going beyond what you give to understand the wider context of your work. Rather than just counting up the amount of money you donated or the number of volunteer hours clocked, you want to measure how those things made a real impact.



### 3. Center Community Values

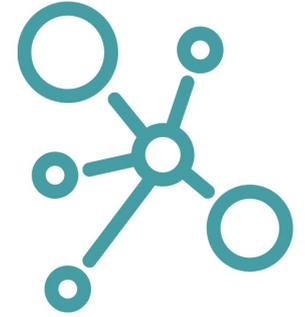


Your programs need to provide something of value to your community.

Work to understand how your program goals intersect with community needs and values. The key is asking the community what they need and listening. Build your program around the community values, even if that means reimagining what you first envisioned.



## 4. Examine Your Full Impact



The main question when it comes to your social impact program is of course whether you're creating meaningful change. Which means you need to measure your impact.

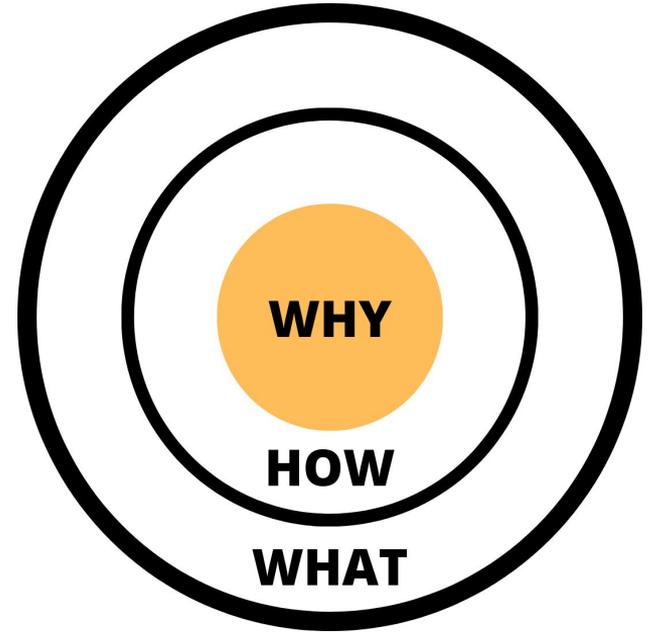
Part of your measurement should address both an **internal and external** standpoint. Is it aligned with the values of your employees, stakeholders, or donors?



# Measuring What Matters Most

Two questions:

1. What is the specific contribution your organization makes to the lives of others?
2. What does your contribution allow others to do or be?

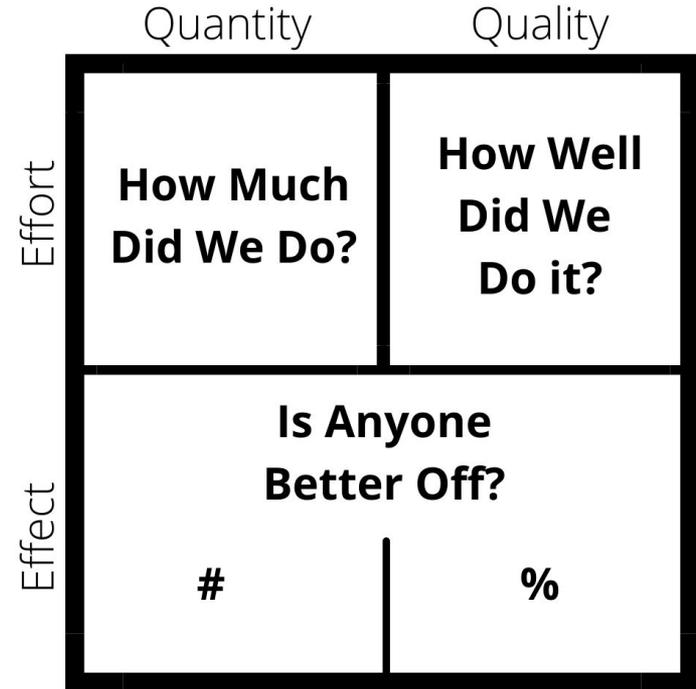


## Ask 3 Questions...

Measures help us know if our programs are working.

Measures ALWAYS answer three questions:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?



# Example:

## Fire Department

<b>Number of responses</b>	<b>Response time</b>
<b>Number of fires kept to room of origin</b>	<b>Percent of fires kept to room of origin</b>

## Education

<b>Number of students</b>	<b>Student to teacher ratio</b>
<b>Number of high school graduates</b>	<b>Percent of high school graduates</b>

Adapted from Trying Hard Is Not Good Enough, Mark Friedman



# Alignment

What organizational results do you want to see?

How do these align with your impact measures?



## Your Organization's Objectives

- Financial Stability
- Build high-performing team
- Employee retention
- Facilities management
- Effective marketing
- Improved reporting
- Develop strong partnerships

## Your Impact Goals

- Provide community solutions
- Expand services, programs, geographic area, etc.
- Improved outcome reporting
- Create partnerships that serve communities



# Myth of Overhead

Everything you do goes towards serving your cause with excellence.

“Overhead” can add to how effective and efficient you can be at accomplishing your goals and serving your mission.



# Transparent Communication



**Mission** - set by organization's mission/vision statements

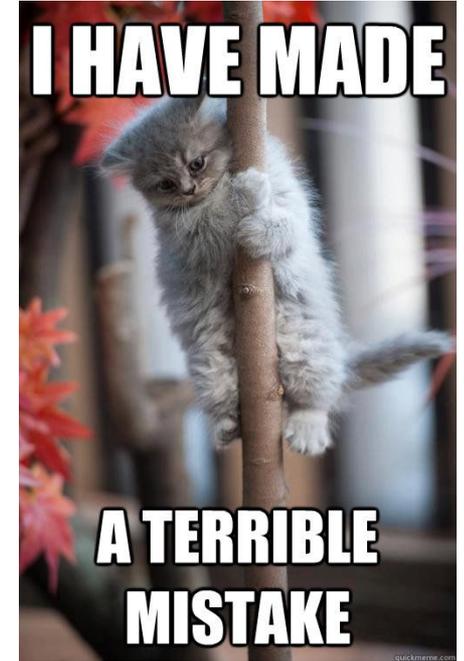
**Organization** - set by strategic planning; 3-5 goals

**Dept. or Individuals** - Priority responsibilities and desired performance outcomes



## Avoid Common Mistakes

- Measuring the wrong thing OR Gathering data you don't have the capacity to analyze
- Undervaluing the necessity for general operating support
- Not setting goals for organizational or impact measurement
- Ignoring indirect side effects



# Leave a Lasting Impact

Equip your organization with the resources and support needed to purposefully create a lasting impact on the places we call home.



Let's talk...



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