

# Evaluating Your Impact


CCI LIVE: Amplify Your Impact Virtual Conference

Bernadette Wright, PhD

[bernadette@meaningfulevidence.com](mailto:bernadette@meaningfulevidence.com)







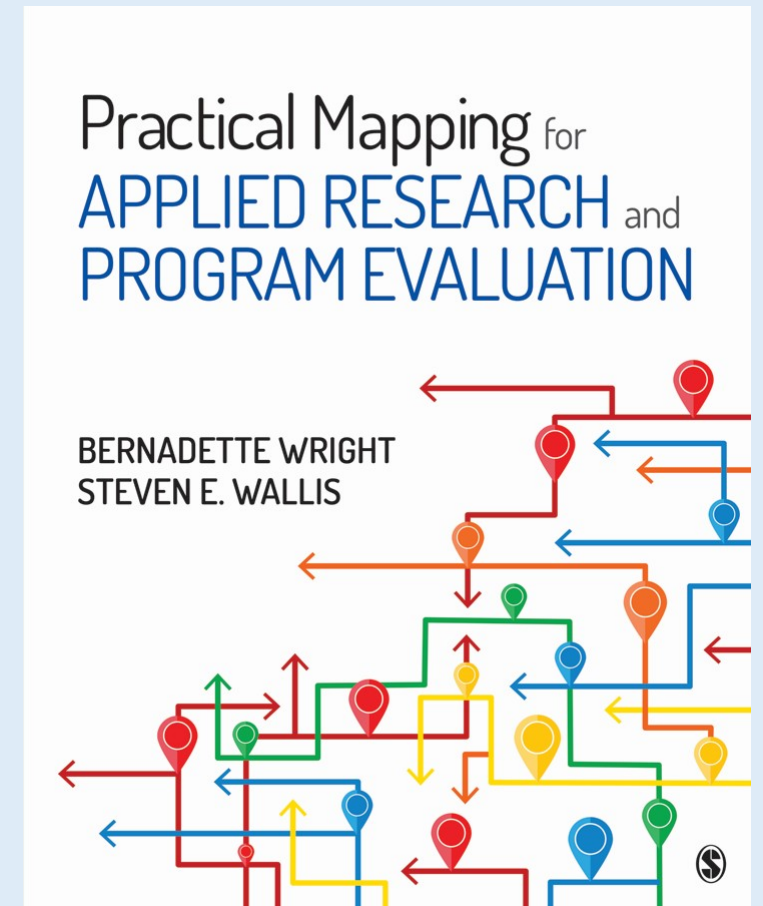
Who's Here?





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# Who Am I?



# Agenda

- Why Evaluate Your Impact?
- Step 1: Know Your Context
- Step 2: Track Your Key Measures
- Step 3: Listen to Your Stakeholders
- Questions and Wrap-Up





# Impact Evaluation = Information About...

- Long-term changes
- Attributable to your activities
- Positive and negative
- Anticipated and unanticipated





# Poll: Why Evaluate Your Impact?

- ☐ Make changes to strengthen your project
- ☐ Be accountable to your funders
- ☐ Show why you deserve more funding
- ☐ Communicate value to the community/people you work with
- ☐ Plan and manage your project to get to your goals
- ☐ Provide information that helps others who want to solve the same problem





# Step 1: Know Your Context





# Context Is Everything.

- Program history
- Program values and goals
- Relationships among key people/organizations
- Cultures
- Political, legal, and economic setting



# Step 2: Track Your Key Measures





# Selecting Your Key Measures

- What's most important
- Your ultimate goal(s)
- Shorter-term goals
- Actions to get to goals



# Techniques for Tracking Key Measures

- Self-administered surveys
- Interviews
- Focus groups
- Program documents
- Observation
- Logs/journals/diaries
- Public datasets
- Photo/video documentation





# Poll: What Techniques Might You Use?

- ☐ Self-administered surveys
- ☐ Interviews
- ☐ Focus groups
- ☐ Program documents
- ☐ Observation
- ☐ Logs/journals/diaries
- ☐ Public datasets
- ☐ Photo/video documentation





# Step 3: Listen to Your Stakeholders





# Poll: Who Has An Interest In Your Project?

- ☐ People you serve/community members
- ☐ People next to them (advocates, family members)
- ☐ Your own people (volunteers, staff, board)
- ☐ People near you (collaborating organizations, funders)
- ☐ Researchers, experts
- ☐ The media
- ☐ Elected officials



# Research Ethics Come First!

- Avoiding harm
- Informed consent
- Respect for people
- Confidentiality
- Honest reporting





# Tips For Engaging Stakeholders

## Provide as needed

- Childcare
- Compensation (meals, stipend)
- Transportation
- Interpreters
- Translation of materials
- Accommodations for people with disabilities



# Staying In Touch With Stakeholders

- Website
- Blog posts
- Social media
- Text messages
- Phone calls
- Community meetings
- Word-of-mouth
- Letters
- Newsletters
- Media (newspapers, radio)
- Posters, billboards





# Questions and Conversation

Bernadette Wright

[bernadette@meaningfulevidence.com](mailto:bernadette@meaningfulevidence.com)

[www.meaningfulevidence.com](http://www.meaningfulevidence.com)

Twitter: @MeaningfLEvidenc

LinkedIn: [/bernadettewright/](#)

*Thank you for your participation!*

