

DROPS OF WISDOM



HOW TO EFFECTIVELY ARTICULATE AND MEASURE SOCIAL IMPACT

A two-hour workshop by our friend Jason on how to organize our data & demonstrate our impact clearly to potential partners!

TUESDAY, NOV 10, 17:00 - 19:00

#inspire #enable




Brainstorm: Why Measure Social Impact?



So many names!

Impact Investing Intervention Logic
Outcome Framework Social Return on Investment
LogFrame Monitoring Framework
Theory of Change Results
Outputs Logic Model
Impact Purpose Long Term Medium Term

Logic Model Concepts

- Cause & effect - if this, then that:
 - **INPUTS:** The resources required
 -  **OUTPUTS:** The things directly produced by the activity you are doing
 -  **OUTCOMES:** The **change** produced as a result of the outputs
 -  **IMPACT:** The wider **change** as a result of the outcomes
- Attribution vs. Contribution
- Assumptions
- Unintended consequences

Logic Model

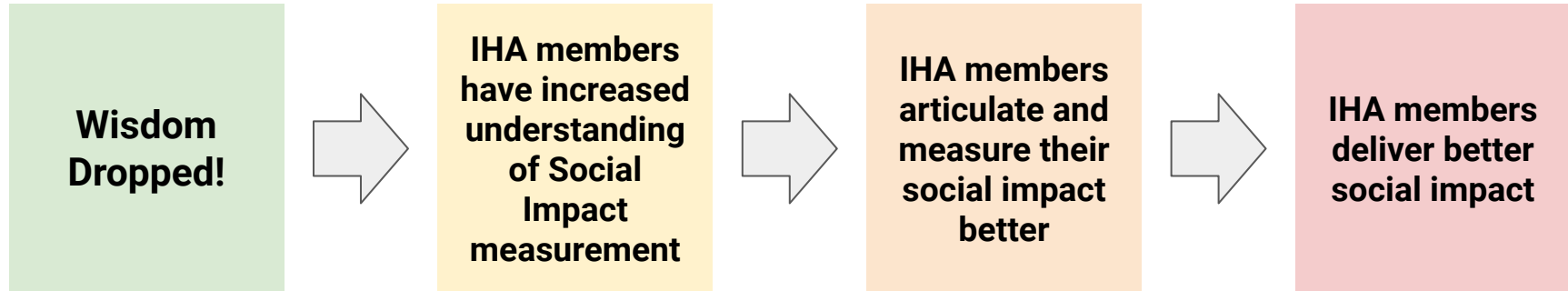
DROPS OF WISDOM: Social Impact Measurement

Output

Outcome
(short term)

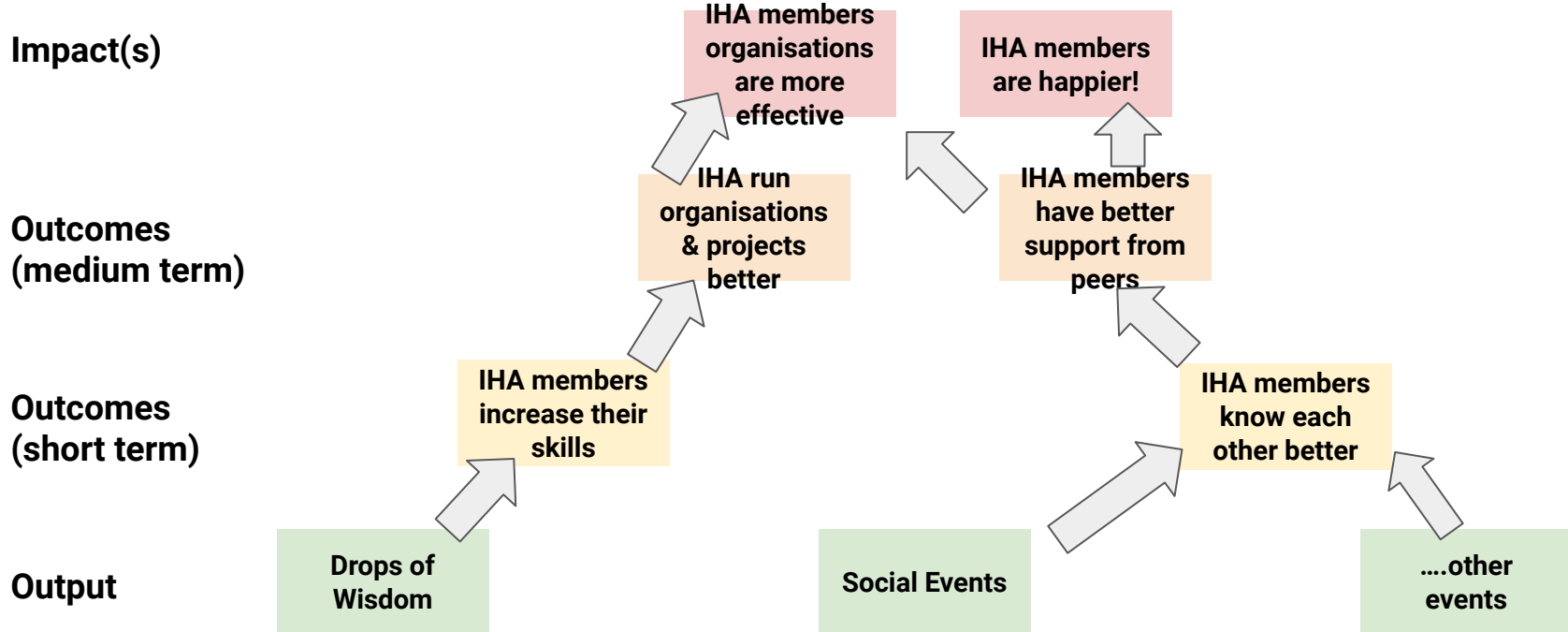
Outcome
(medium term)

Impact



Logic Model

IMPACT HUB MEMBER EVENTS



Dos & Don'ts

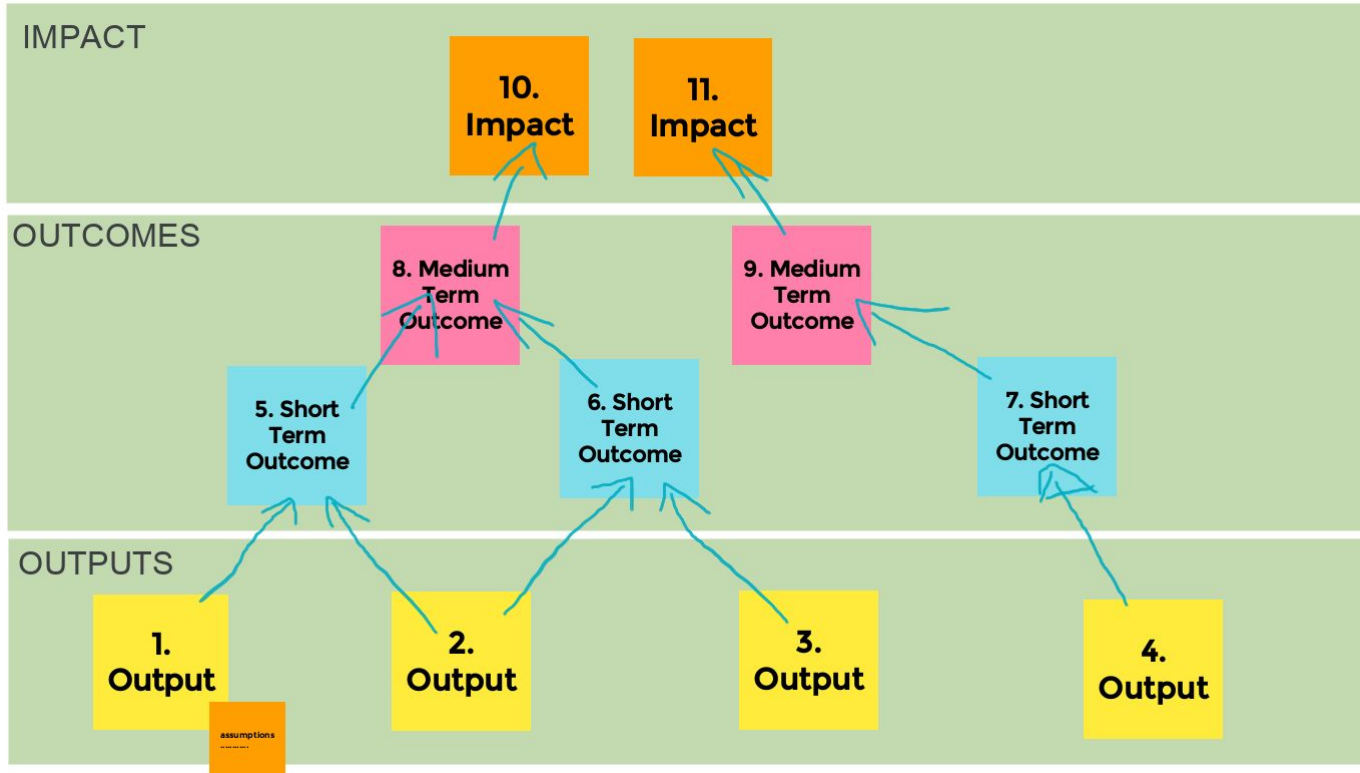
- ✓ Collaborate - get a shared understanding
- ✓ Reuse: Use outcomes, language & indicators from funders, your organisation or elsewhere
- ✓ Start with what you have (blank slates are rare)
- ✓ Do only as much as you need

- ✗ Don't do it if it doesn't serve the purpose (why we measure)
- ✗ Don't expect it to explain everything! Stop when you have enough.

How?

- Convert a 'need' to an impact...then
- Start with an outcome/impact and ask **How?** Or....
- Start with your activities and ask **Why?**
- Outcomes/Impacts: About 'change', or new states. Use directional verbs.
- Write short statements, with one idea each
- Use Post-Its, whiteboards etc. - start with what you know, then discuss, edit and refine until you feel it's right

Workshop your Logic Model



Measurement

For each statement in your logic model, develop some indicators or other methods to measuring change:

| Indicators | Unit of Measure | Timeframes/Freq. | Target | Collection/Data |
|---|---|--|---|---|
| <ul style="list-style-type: none">• Description of what is measured• Quantitative or qualitative• Neutral wording | <ul style="list-style-type: none">• %• Number (of what?)• Ratio | <ul style="list-style-type: none">• How often and by when?• Annual, Monthly, Weekly• By 2021 | <ul style="list-style-type: none">• Improve• Increase/decrease• Specific amount (timeframe) | <ul style="list-style-type: none">• Tools, processes, systems• Sources• Dimensions & breakdowns• Make a plan |

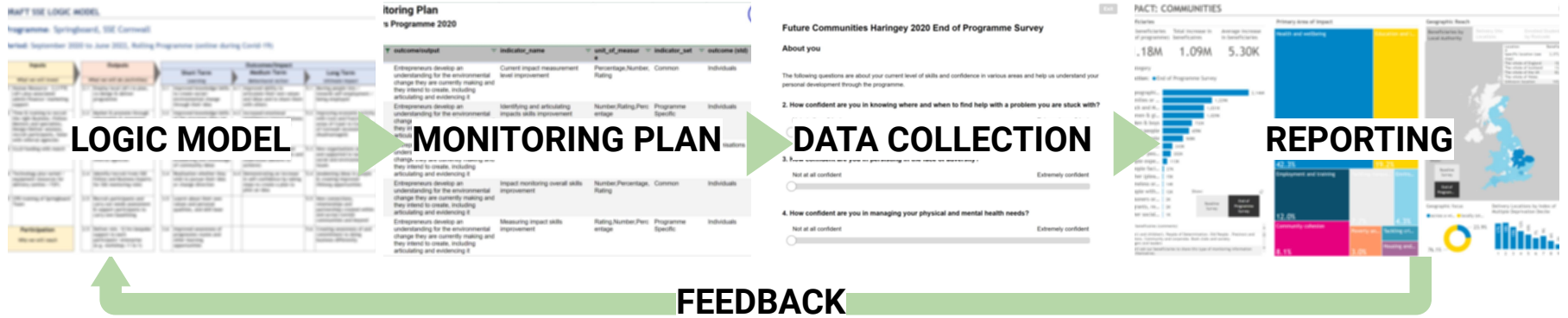
Example: IHA members increase their skills

| | | | | |
|--------------------------------------|---------------------------|----------|-----|---------------------------|
| Members that report increased skills | Proportion of IHA members | Annually | 60% | Annual member survey..... |
|--------------------------------------|---------------------------|----------|-----|---------------------------|

...and measurement

- Specific, **M**easurable, **A**chievable, **R**elevant, **T**imebound
- Keep it as simple as you can
- Use available indicators & data (yours or from others)
- Close enough is good enough (usually)
- Define your terms & methods
- Plan it; do it early

...finally



- Questions? Comments?
- Resources/more info:
<https://www.jason-symons.com/index.php/2020/11/12/social-impact-measurement-resources/>
- More about me: [jason-symons.com](https://www.jason-symons.com)