Welcome
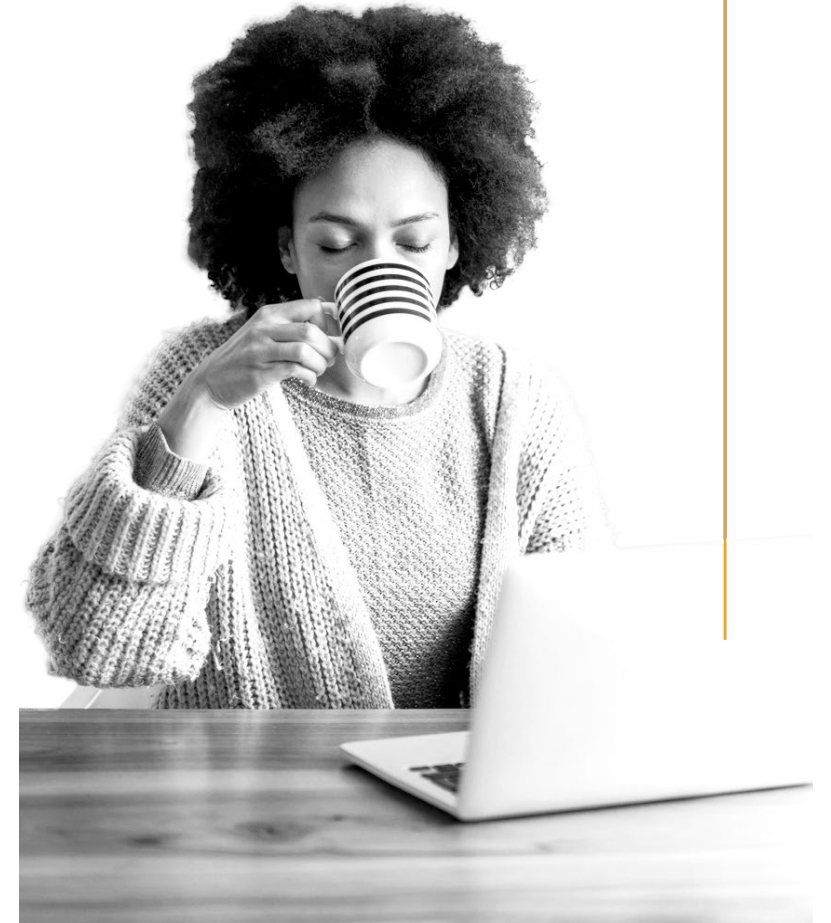
We'll be getting started momentarily.

In the meantime, please share in the chat where you are joining from today!

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Learning

Measuring and Sharing Your Impact to Attract Funders

Presenters

Dave Holmes

Educational Programming Manager
he/him/his

Lori Guidry

Educational Programming Manager
she/her/hers

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Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid gets you the information you need to do good.

Thank you!

Thanks to Border Philanthropy Partnership!

Yes, we are recording today's presentation.

You will receive a link to the recording via email in the next 48 hours.

Upon completion of this training, you'll be able to:

— Describe outcomes thinking and how it differs from other approaches to program planning and management

— Apply an outcome mindset to your organization's programs, projects, and grants

— Create a logic model as the outcome framework for program management, grant proposals, and stakeholder communications
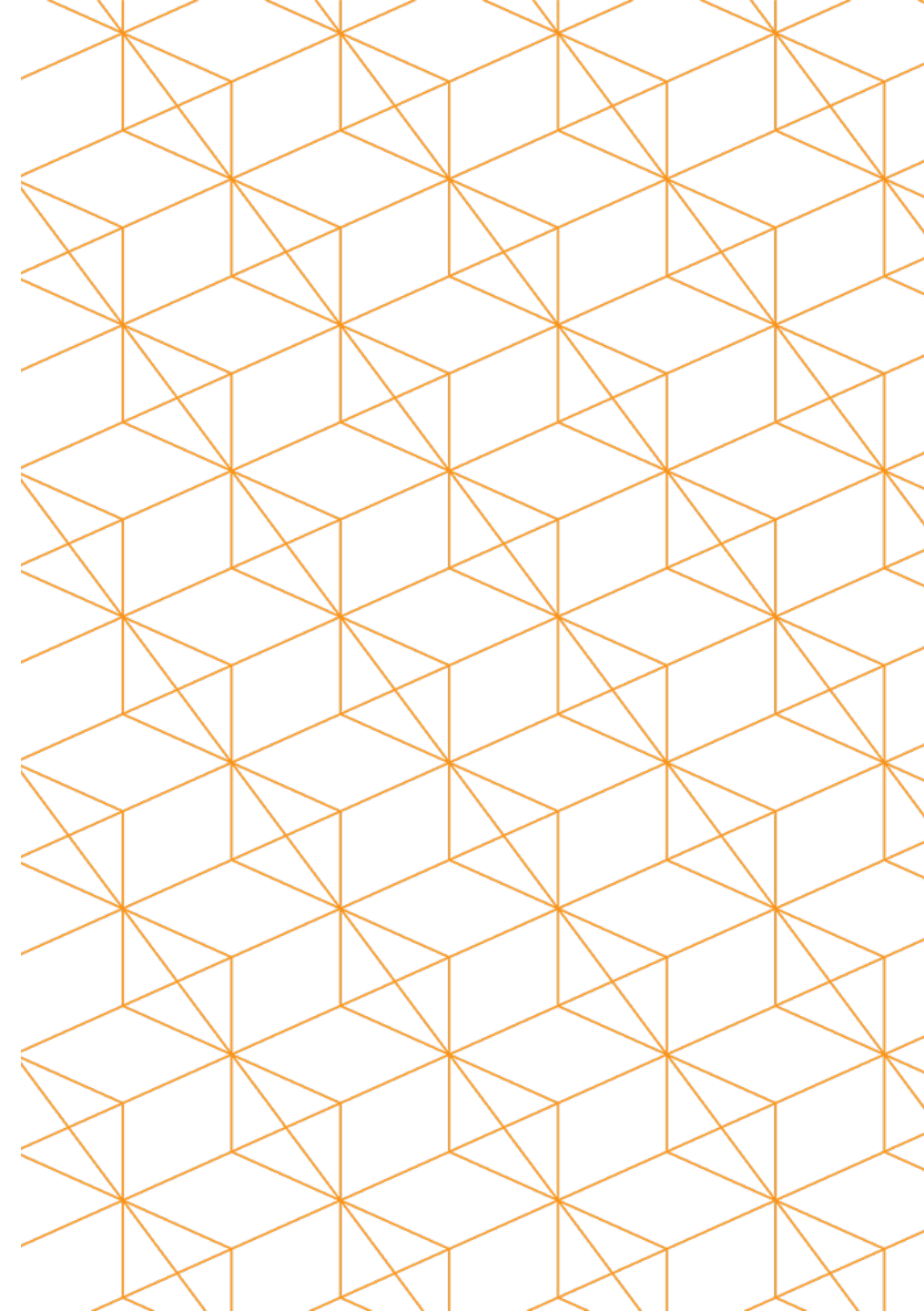
Agenda

Introductions and warm-up

Laying the foundation for outcomes thinking

Break
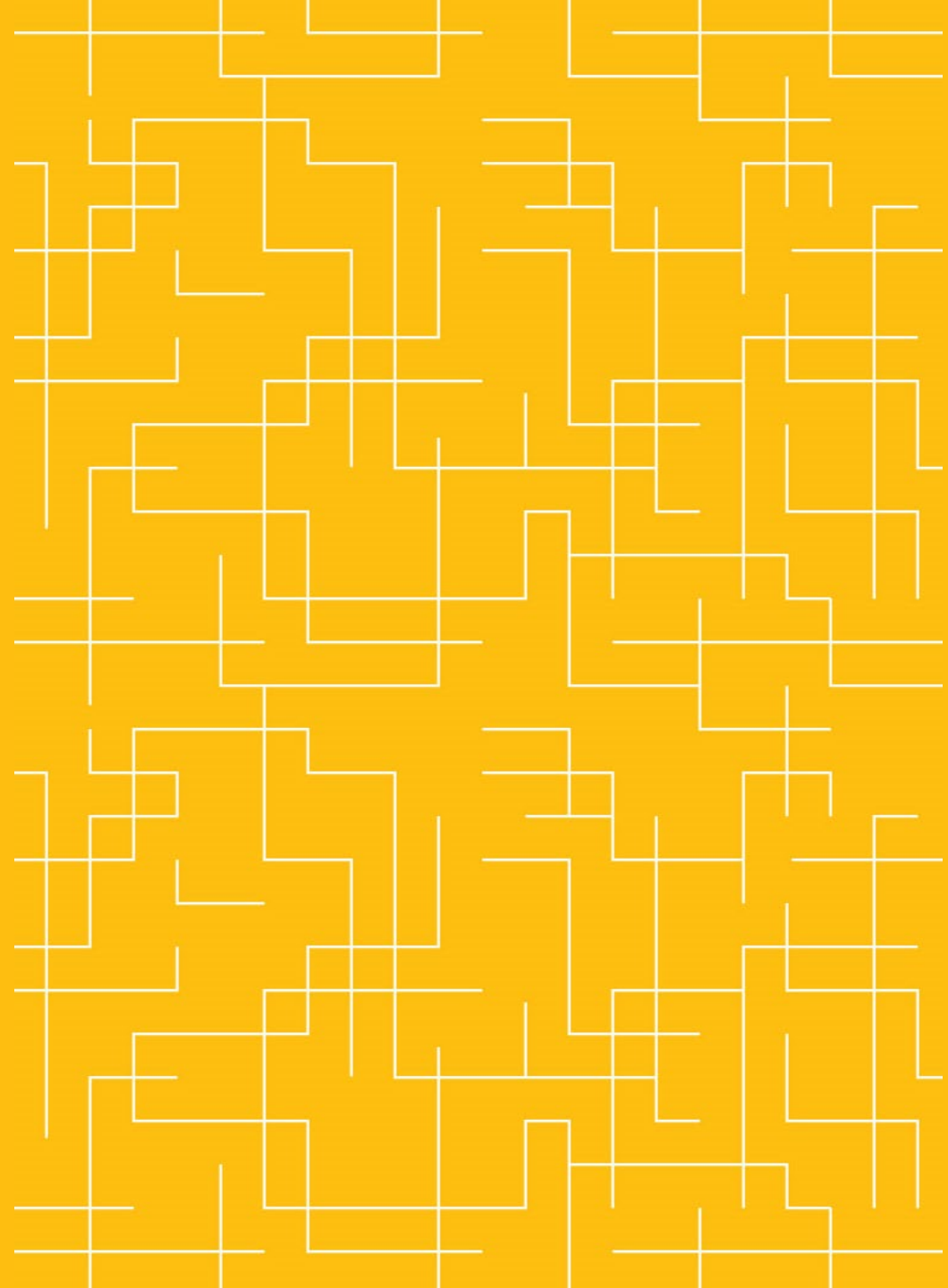
The outcome framework: Logic models
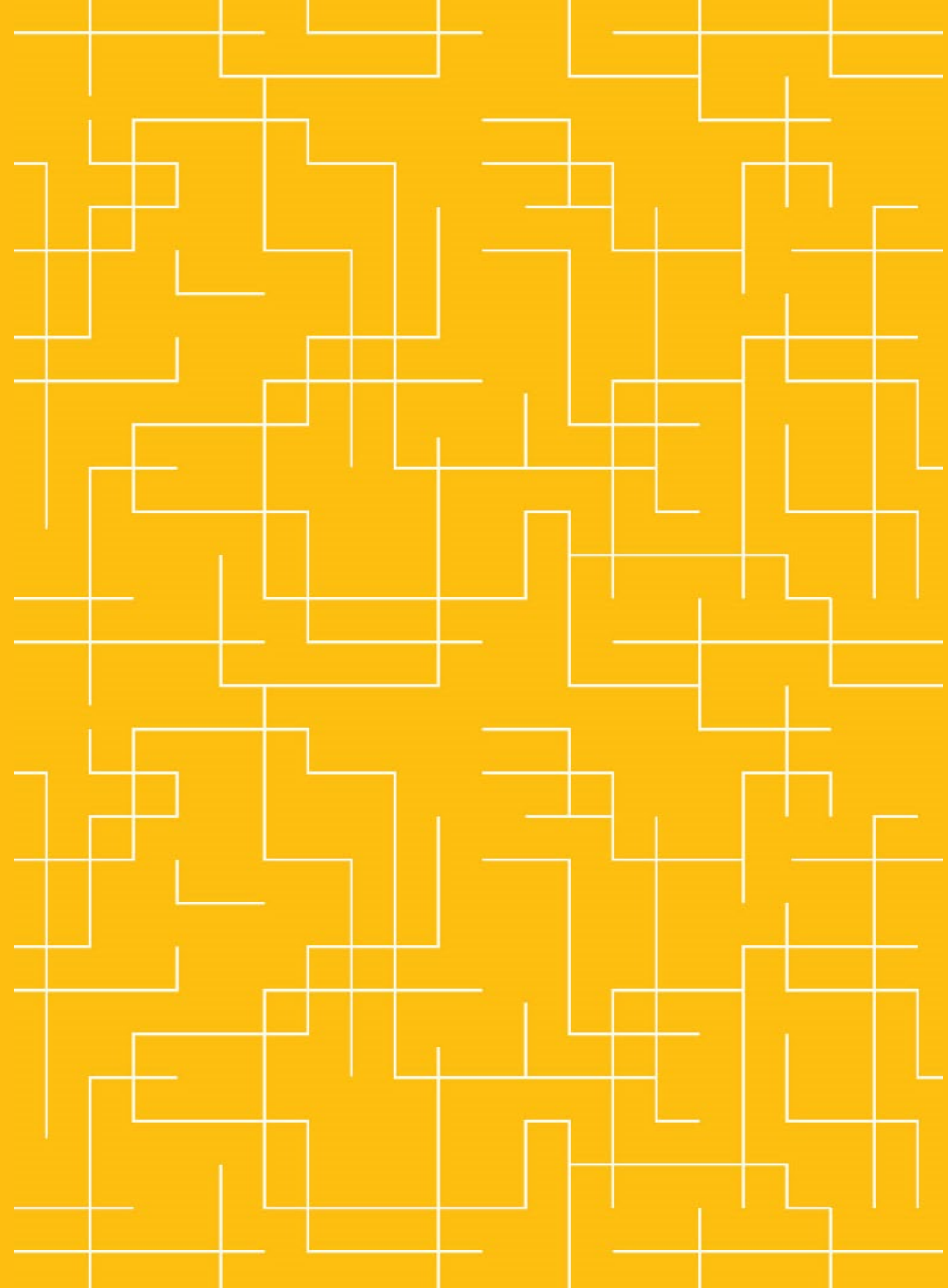
Group logic models activity

Q&A, Wrap-up

Zoom Poll

What's your experience level with the topic of this workshop?

Share in Chat

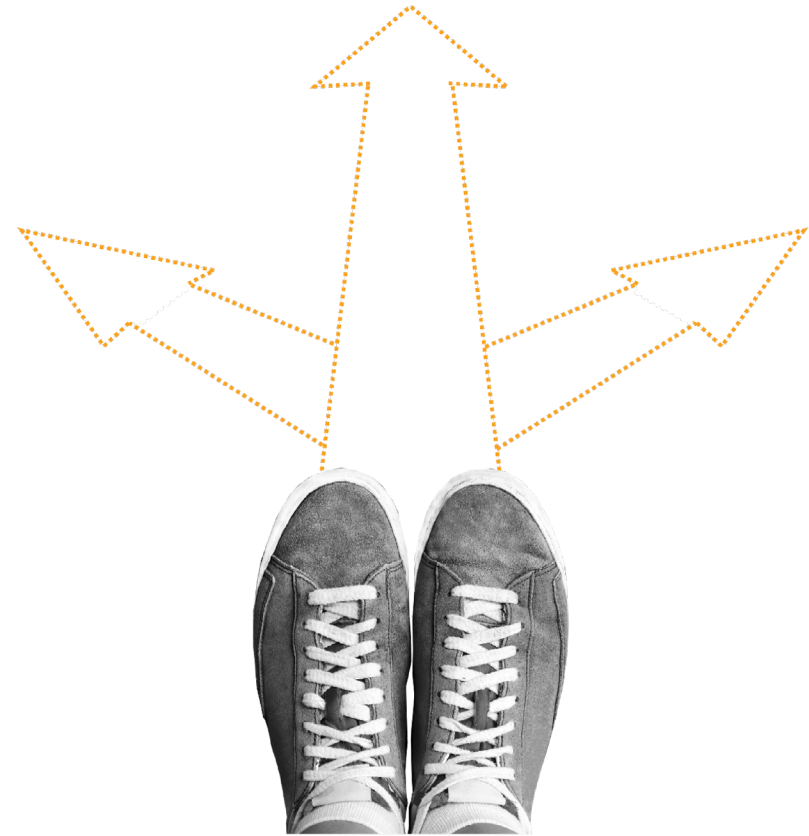One thing you're hoping to get out of today's workshop!

What are outcomes?

A change in attitude/beliefs, knowledge/skills, behavior, and/or condition that results from the services you provide.

The language of outcomes

Goal

outcome

Output

Result

milestone targets

measurable

Objective

short term change

long term change

Impact

Differences

Benchmark
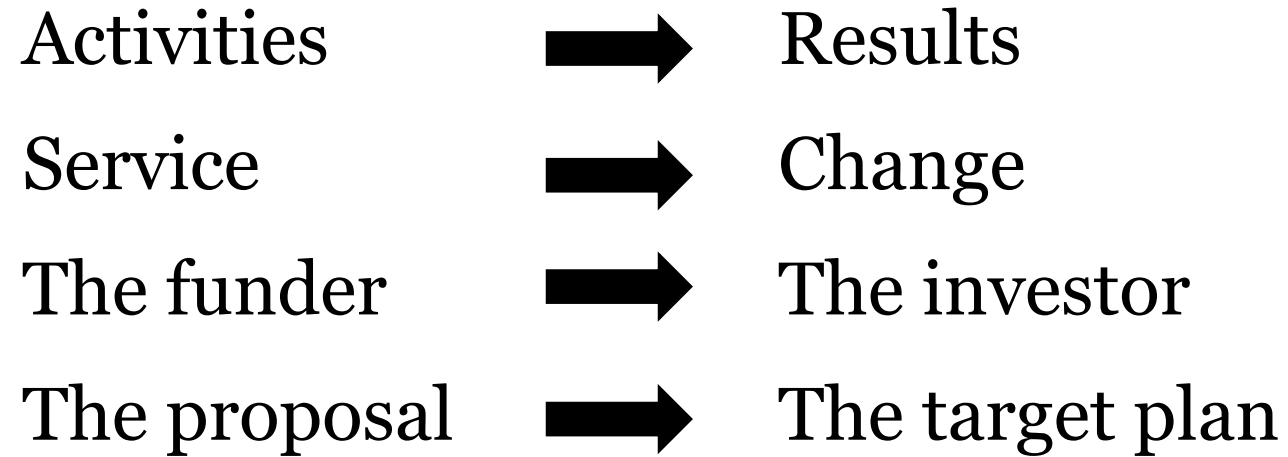
achievements

input

indicator

Benefits

Shift in perspective

Activities ➡ Results

Service ➡ Change

The funder ➡ The investor

The proposal ➡ The target plan

Shift in perspective

150 participants attended our program

➤ 85 graduated, 100 got employed – within the first month of the program

We distributed 5000 cans of food

➤ 150 hungry people consumed nutritional food 3x per week for 3 months

Setting outcome targets

Start small!

1. Describe the kind of change that is expected to happen as a result of the program. (What will the participants "look like" or "act like" when the program is considered a success?)

2. Describe the degree to which the participants will change (how much of it, for how long).

3. Estimate the number of core participants that will change and the nature of their change...

Setting outcome targets

Of the _____ participants served, at least _____ will (list the behavior or condition change and degree) _____ by _____.

Keep in mind that outcomes are SMART!

Next Step

- Review the targets that you have set for your program and identify ways to verify whether or not you reached the targets.

- Involve others in creating the logic model and setting outcomes.

Outcomes management

You define success in terms of results. ✓

You know for sure when success has been achieved (you have the evidence). ✓

Throughout the program, you know you have enough resources remaining to get results. ✓

Benefits

- Increased clarity
  - What success looks like
  - What we have accomplished

- Enables learning and innovation

- Puts meaning to mission

- Assures staff alignment

- Builds staff energy

- Used for fundraising, program planning, design, improvement & evaluation

Simple terms we use

- **Inputs**
 The resources you need to provide services and/or run your activities
- **Activities**
  Processes, actions, interventions that the program does with the resources or inputs

- **Outputs**
  - Direct products of program activities
  - Often described in terms of size/scope of program

- **Outcomes**
  Specific changes you expect to achieve in attitudes, behaviors, knowledge, skills, or status

Outcomes framework

"Based on 'if… then…' logic, the logic model is used to illustrate how a program affects its clients. Through a logical progression, it demonstrates how a program's resources (inputs) are used to provide specific services (activities/outputs), and how those services benefit participants (outcomes)."*

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Break
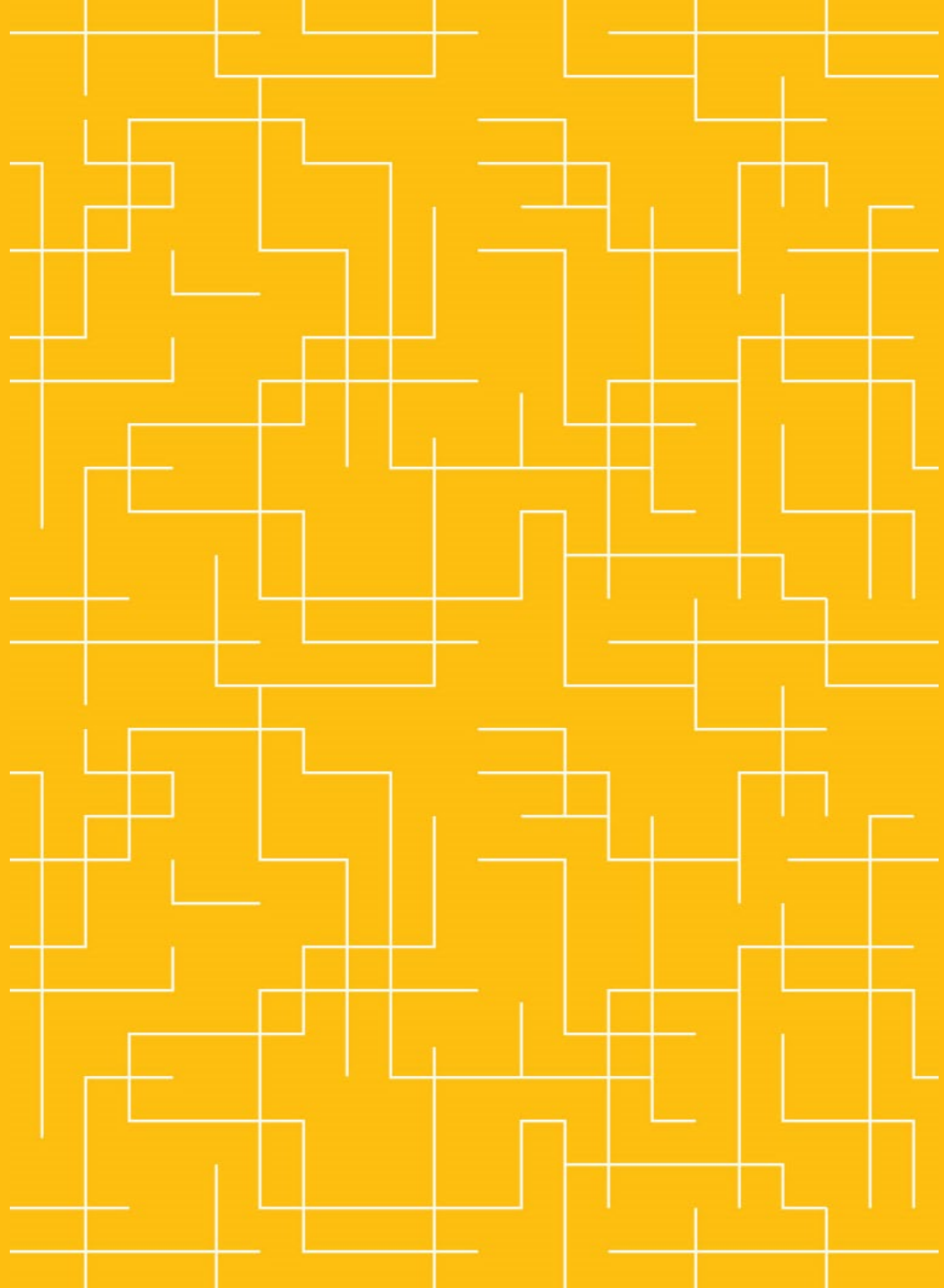
The logic model framework

The sequence of the program logic model
looks like this:

Inputs ➡️ Activities ➡️ Outputs ➡️ Outcomes

The need statement

The logic model is driven by your need statement.

- What is the problem that you are trying to address?

- Is the issue compelling?

- What is the scale of the problem?

- Who is affected by this problem?

The need statement

The need statement describes the issue, situation, or opportunity your organization's project/program will address.

Note: this is NOT about the needs of the organization.

The logic model framework

We can also think about the logic model as a recipe!

Inputs ➡ Activities ➡ Outputs ➡ Outcomes

The logic model framework

Inputs	Activities	Outputs	Outcomes
In order to deliver the services that address the identified need, our program needs the following…	To impact our participants in a way that will address the broader need, our program will do the following…	The following numbers will reflect what occurred as a direct result of each of the program's activities…	As a result of their involvement in our program, participants will see the following changes…
- Staff - Funding - Facility - Equipment and supplies - Partners - Curriculum	- Deliver workshops - Make visits to patients - Conduct 3 tutoring sessions per week	- Number of workshops - Number of intakes conducted or individuals assessed - Number of job training sessions offered - Number of employment partners	Short-term changes: - Knowledge - Skills Medium-term changes: - Attitude - Behavior Long-term outcomes: - Condition

Shift in perspective

150 participants attended our program

➢ 85 graduated, 100 got employed – within the first month of the program

We distributed 5000 cans of food

➢ 150 hungry people consumed nutritional food 3x per week for 3 months

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Shift in perspective

Scenario	Activity	Output	Outcome
We distributed 500 cans of food; 50% of hungry people consumed nutritional food 3x per week for 3 months	Distributed cans of food	5000 cans of food distributed Number of people reached	Hungry people consumed nutritional food 3x per week for 3 months
I counted 150 participants in out program. 10 participants achieved the desired outcome; 85 graduated, 100 got employed within the first month of program	Delivered a program	150 participants reached	Participants graduated and got employed within the first month out of the programs

Mentor Logic Model

Need Statement:

Children of incarcerated parents are more likely to enter the criminal justice system and lag behind their peers in academic and social development. New York City has some of the most disadvantaged neighborhoods with high rates of incarceration.
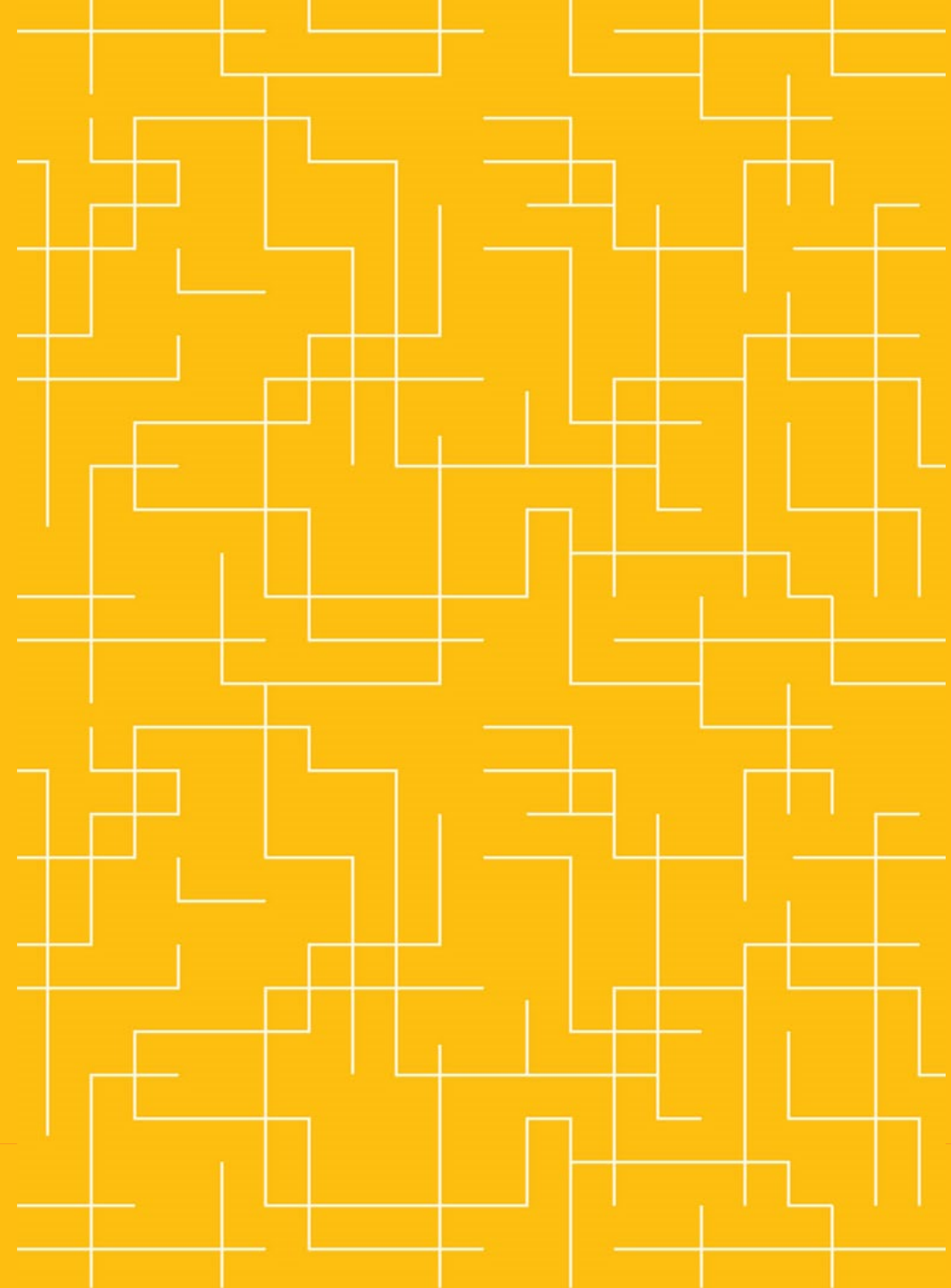
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The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

Recruit and match 100 caring adults with 100 children of incarcerated parents each year

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

of mentees and mentors who participate in program

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

Mentees build positive self-esteem

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

Mentees do not enter the juvenile justice system

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

The incarceration rate of children of incarcerated parents is reduced

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

Provide group activities for mentors and mentees to participate in together

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

Mentees learn about the importance of positive school and work behaviors

The logic model – sample statements

Inputs	Activities	Outputs	Short-Term Outcomes	Mid-Term Outcomes	Long-Term Outcomes

of participants at group activities

Questions?

Take-Home Activity

Create a logic model using the template PDF. Use the following questions to guide your efforts:

- Is the need statement clear ?

- Is there alignment between each part of the logic model? (Input>Activities>Outputs>Outcomes)

- What, if any, assumptions are being made?

- Are the outcomes S.M.A.R.T?

- How will you collect evaluation data?

Monitoring and evaluation

Monitoring

Ongoing oversight of the program. Establishes the extent to which the inputs, outputs and timetable are proceeding according to plan.

Evaluation

Process that seeks to determine the outcome and impact of the program as systematically and objectively as possible.

Monitoring and evaluation

Process evaluation (formative)

Did you do what you said you were going to do with the money? Only shows that you provided a service and that participants were involved. Can be used for course-correction and modification.

Satisfaction evaluation (qualitative)

Consumer satisfaction, self-reporting. Only shows that participants liked or disliked the service/product.

Outcome evaluation (summative)

Measuring the process as well as the outcomes that happened as a result of the process.
Measure against Short-Term Outcomes/Objectives

More on Outcome Measurement

Measuring What Matters is by Candid in partnership with Global Fund for Community Foundations and Philanthropy for Social Justice and Peace.

This paper is designed to advance a conversation about measurement in civil society and to identify more meaningful approaches to organizational learning and accountability.

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Measuring
What Matters
—
Dana Doan and Barry Knight
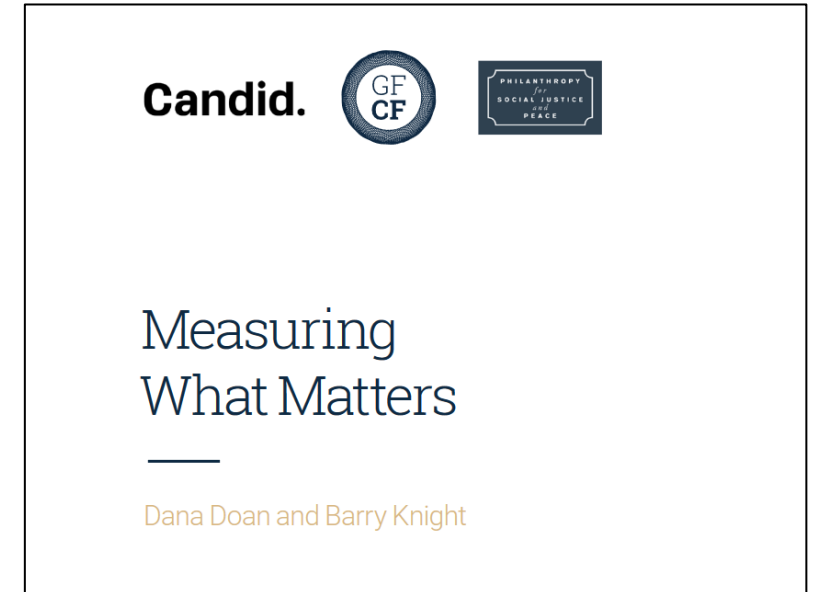
Sharing Outcomes Data on Your Candid Profile
(for US Organizations)

Candid Profiles

- Go beyond IRS data
- Provide insights on millions of nonprofits
- Include information from nonprofits themselves, 990s, and other 3rd party sources

The Seals of Transparency

Bronze Transparency 2023
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Silver Transparency 2023
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Gold Transparency 2023
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Platinum Transparency 2023
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Help donors find you

Share your mission and keep basic contact information up-to-date

Guide funding decisions

Provide program(s) information and brand details

Gain trust and support

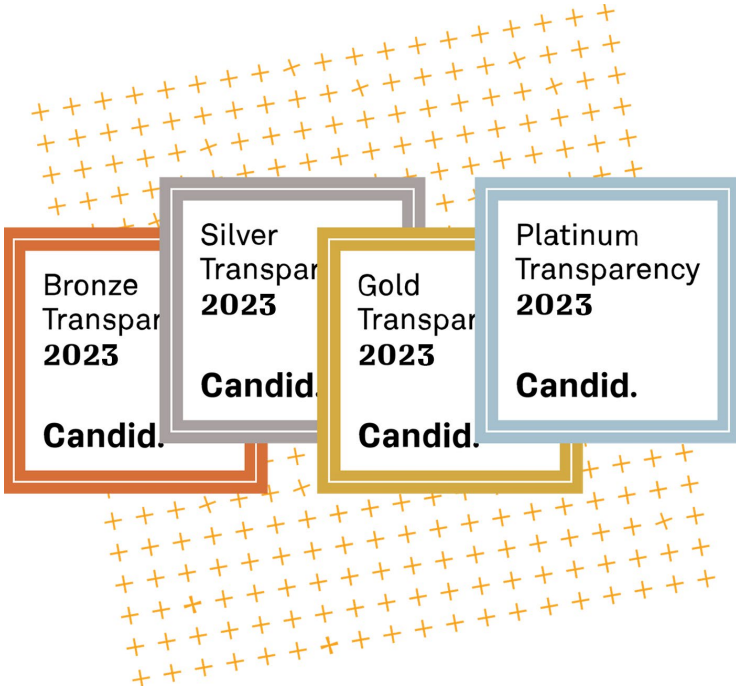Provide financial and leadership information

Highlight your impact

Share your measures of progress + results

Benefits to earning a Seal

— Creates or enhances online identity (for free)

— Builds trust via transparency

— Increases your visibility on candid.org and our 220+ partners

— Saves time — all your most critical information in one place

— Demonstrates your commitment to transparency (share your Seal)

— Share progress and results so you can help combat the Overhead Myth

Bronze
Transpar
2023

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Silver
Transpar
2023

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Gold
Transpar
2023

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Platinum
Transparency
2023

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It turns out that transparency pays off

Year over year contributions to nonprofits

+53% (!!!)

⬤ Organizations without a Seal

🟡 Organizations with a Seal
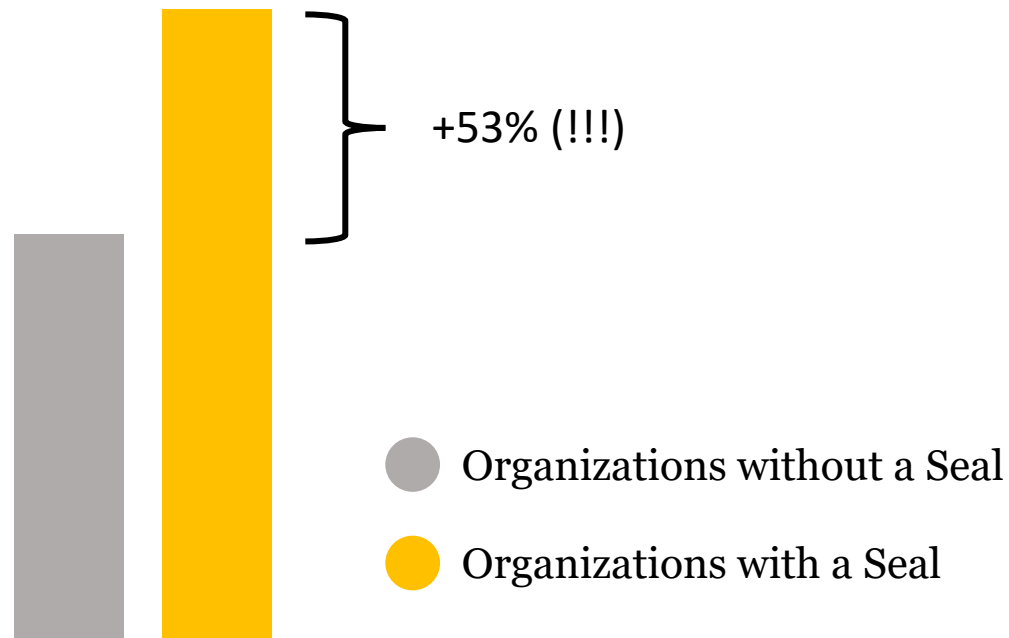
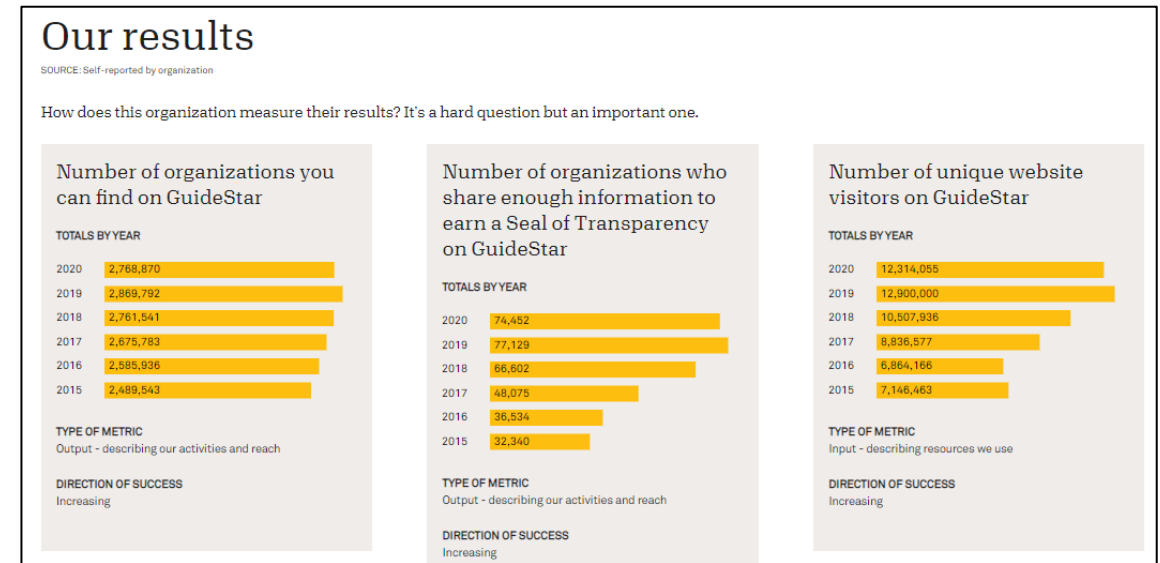Source: Villanova University research published in accounting journal, linking earning a Seal of Transparency to more contributions.

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Platinum: Share metrics and context

1. Start by displaying your top 3-5 metrics. Each metric should have 3-5 years' worth of data.

2. Include context! Provide insight for good (or bad) years or explain how your metric specifically relates to your organization.

3. Include a target population and connect to program for each metric (if applicable).

Our results
SOURCE: Self-reported by organization

How does this organization measure their results? It's a hard question but an important one.

Number of organizations you can find on GuideStar

TOTALS BY YEAR

2020	2,768,870
2019	2,869,792
2018	2,761,541
2017	2,675,783
2016	2,585,936
2015	2,489,543

TYPE OF METRIC
Output - describing our activities and reach

DIRECTION OF SUCCESS
Increasing

Number of organizations who share enough information to earn a Seal of Transparency on GuideStar

TOTALS BY YEAR

2020	74,452
2019	77,129
2018	66,602
2017	48,075
2016	36,534
2015	32,340

TYPE OF METRIC
Output - describing our activities and reach

DIRECTION OF SUCCESS
Increasing

Number of unique website visitors on GuideStar

TOTALS BY YEAR

2020	12,314,055
2019	12,900,000
2018	10,507,936
2017	8,836,577
2016	6,864,166
2015	7,146,463

TYPE OF METRIC
Input - describing resources we use

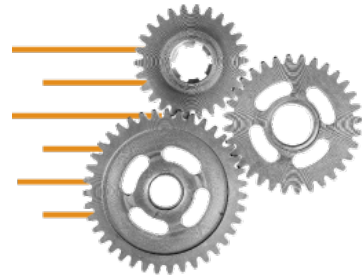DIRECTION OF SUCCESS
Increasing

Use the <u>Common Results Catalog</u> to select metrics
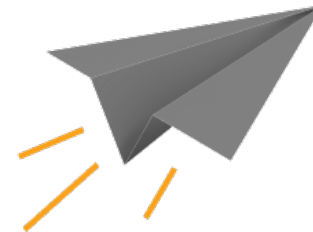
1. Scan the list to help you reflect on your metrics
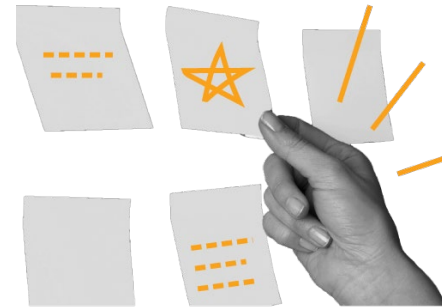
2. Pick the metrics that best fit your organization or create your own metrics

3. Enter your metrics into the Platinum section of your Nonprofit Profile

4. Millions of people accessing your profile will see your progress and results

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Questions?

How did we do?

Your feedback is important to us! Please take a moment to fill out our course survey:

https://candid.surveymonkey.com/r/CandidTrainings

Thank you.

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