



Getting Your Message Out: Communicating Impact in Tough Times

Robertson Consulting Group, Inc.



Agenda

- Communicating impact in tough times
- Improve efficiency internally
- Proving partnership

Communicating Value in Tough Times

- Needs vs. solutions
- Based on solid evaluation
- Social or economic impact





External Capacity

- ❑ Organizational leaders collect quantitative and qualitative data to show the value of their work.
- ❑ Organizational leaders package data in user-friendly formats and communicate them regularly to the community, key stakeholders, media, potential funders, and more.
- ❑ Staff and board collaborate with other organizations that are pursuing improvements in community-wide indicators that relate to the organization's work.

Source: The Finance Project



Impact Statements

- What, so what, now what
- Service, individual outcome, community impact

Example: Our program provides supervised social activities to frail seniors. Because of this they remain more active within the community and avoid premature institutionalization, thus decreasing demands on community health care costs.

Communicating Impact

- 30 second
- 5 minutes – add credibility
- 20 minutes – stat and a story



Communicating Impact

- Exercise: what are some effective formats?
- Ways discussed at session: social networking, website, thank-you notes, comprehensive written reports, working sessions, executive summaries, newsletters, bulletins, briefs, and brochures, video presentations, memos and postcards, posters, e-mail, verbal presentations.



Internal Capacity

- ❑ Organizational leaders have identified and use indicators and performance measures to track program performance.
- ❑ Organizational leaders use performance measures to plan work and budget resources.
- ❑ Organizational leaders examine data from performance measure data to find ways to improve service design and delivery.
- ❑ Organizational leaders implement improvements, including changing or discontinuing programs as necessary.

Source: The Finance Project





Improve Efficiency Internally

- Who did we serve?
- How well were they served?
- What did we learn from looking at this data?
- What do we intend to change, if anything, as a result of this data?

Measuring Partnership & Leverage

- What are some dimensions of the value of partnerships?
- What is the impact of the partnership – comprehensive services, better service delivery, reduced cost, etc.





Measuring Partnership

What is the focus? What is the structure? What is the objective?

Dimensions to rate (1-5 or 1-7):
vision, roles & responsibilities,
decision-making procedures,
evaluation, integration



Communicating Impact

- Q&A

Shelley Robertson, Ed.D.

info@snrobertson.com

239-633-3241