

Planning Your Programme's Impact Measurement In 7 Steps



Presented by Matt Kepple

Makerble



Services



Product Development & Service Design
User-Centred Design + Fast Feedback Loops
to accelerate innovation



Marketing Strategy
Insights + Planning
to grow your audience



Organisational Development
Staff Consultations + Culture Programmes
to drive performance

Products

	Makerble® Surveys CRM	Makerble® Impact CRM
	Perfect for small charities that want to demonstrate their impact	Designed for ambitious organisations that want to grow their impact
Price	FREE	Starts at £1/project/month
Track unlimited users, projects and beneficiaries	✓	✓
Access to industry-recognised surveys	✓	✓
Add unlimited surveys to unlimited projects	✓	✓
Create your own surveys	X	✓
Run more than one survey at the same time	X	✓
Track numbers of Sessions Run and Attendees	✓	✓
Track unlimited Outputs, Outcomes and Indicators	X	✓
Create unlimited Reports	1 per project	✓
Add unlimited customisable forms for projects and beneficiaries	1 form for projects 1 form for beneficiaries	✓
System setup	Not Required	£400/day. £50/hour

Why create a Theory of Change?

Income

Funder Requirements

Contractual Requirements

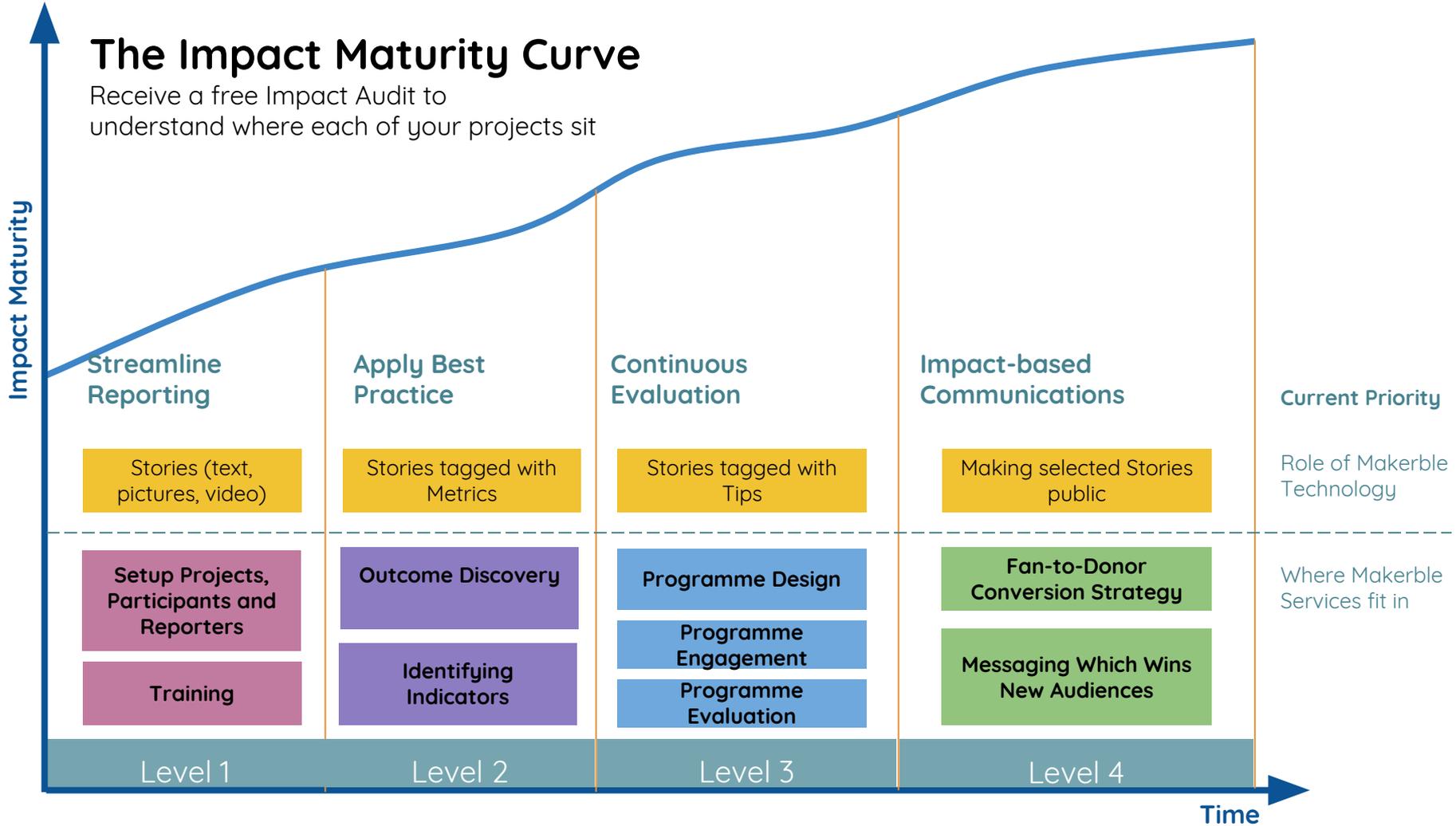
Attracting new donors & funders

Why create a Theory of Change?

Improve Service Delivery and Performance

The Impact Maturity Curve

Receive a free Impact Audit to understand where each of your projects sit



Streamline Reporting

Apply Best Practice

Learn from & Maximise Impact

Use Impact Data to Increase Revenue

Makerble
Change The World Faster

Search

Home Progress Projects

Participation Metrics

Attendees : 0

Make New Participant

Search...

Project contacts

- Carol Hastings
- Caroline Phillips
- George Smith
- Harry Wright
- Jack Horner
- James Holden

Makerble
Change The World Faster

Search

Home Project + Make

Participant

Summary Charts **Current Status**

Participant Name

Activity Metrics Actual Cumulative

Children Coached Months Days

Animals rehomed Months Days

Mar Series 1:2

Mar Series 1:2

2017-May-1 2017-Sep-1 2016-Jan-1

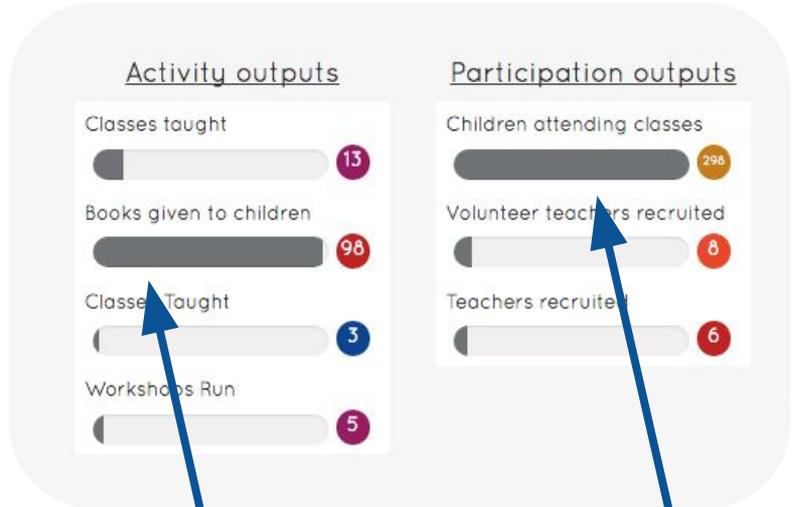
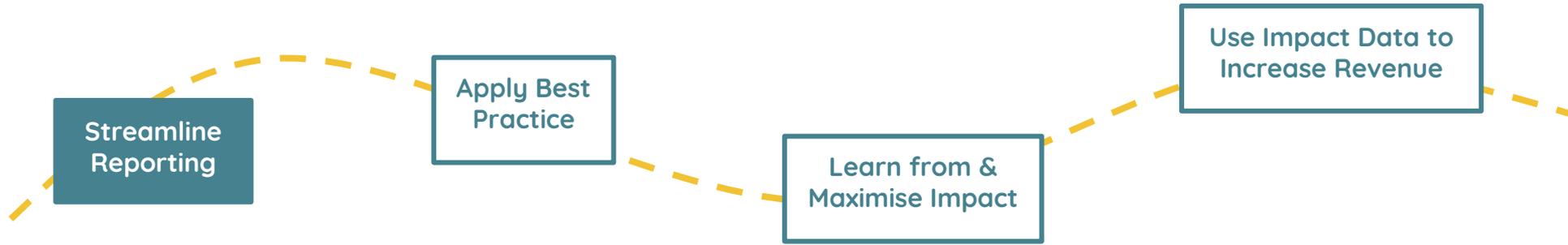
1x Attendees

Reported by Ruth Galkins

The medicine box arriving at one of the remote clinics this week. Not our busiest clinic in terms of population but the complete lack of sanitation in the area is putting children's lives in danger daily. Schistosomiasis is prevalent in this area.

05 Jun 13:29

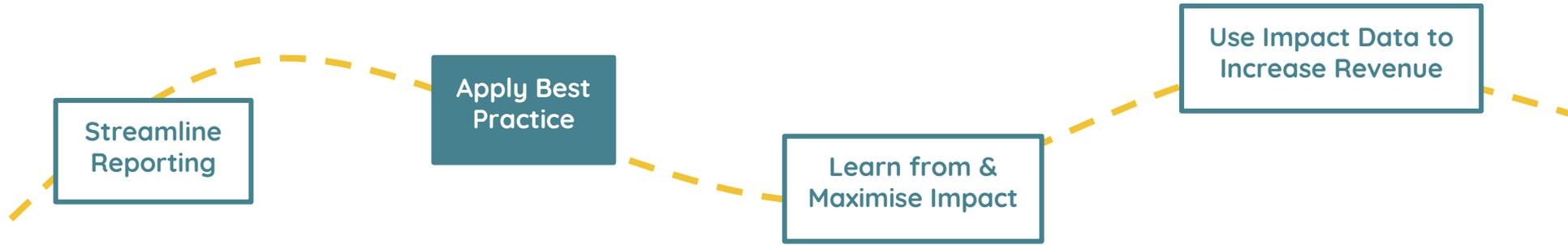
FAV (0) Like Share 0 GIVE TO THIS



“Outputs”

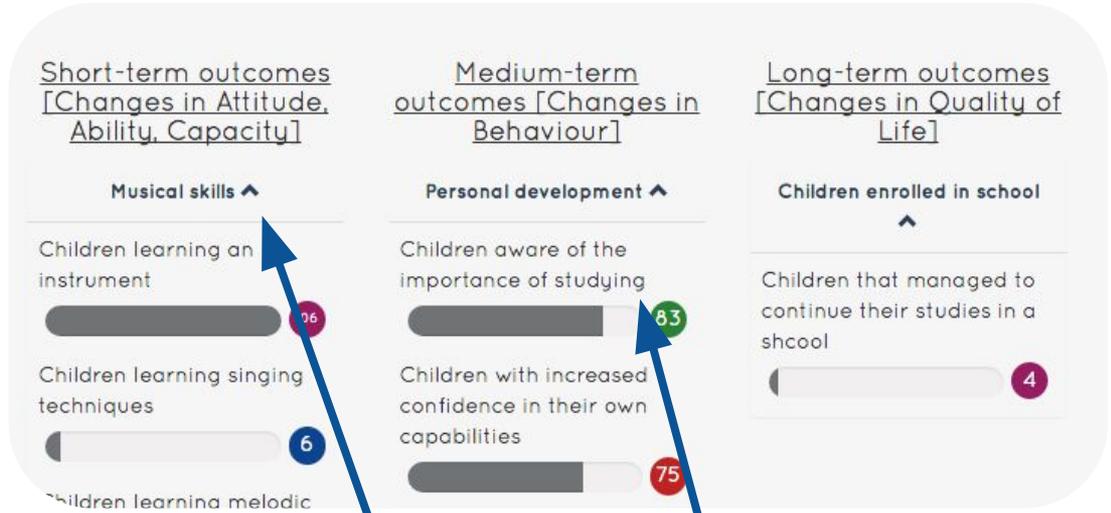
Number of each type of activity you provide

Number of people engaged in each activity



“Outcomes”

“Indicators”



The difference you make to people’s lives

Things which indicate whether a difference has been made

Use Impact Data to Increase Revenue

Learn from & Maximise Impact

Apply Best Practice

Streamline Reporting

Impact Data BEFORE

- Retention: 30%
- Attendance: Poor
- Progression Outcomes: 10% of target

Impact Maturity LEVEL 3: Learn from and Maximise Impact

Step 1: GAIN INSIGHT

- Interviews with alumni beneficiaries
- Interviews with current beneficiaries
- Observations of the sessions
- External stimulus: popular TV shows, youth culture

Step 2: EXPERIMENT

- Used £500 to redesign flyer
- Redesigned curriculum

Impact Data AFTER

- Recruitment: 180%
- Retention: 100%
- Attendance: 90%
- Progression Outcomes: 95% of target



Use Impact Data to Increase Revenue

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Apply Best Practice

Streamline Reporting

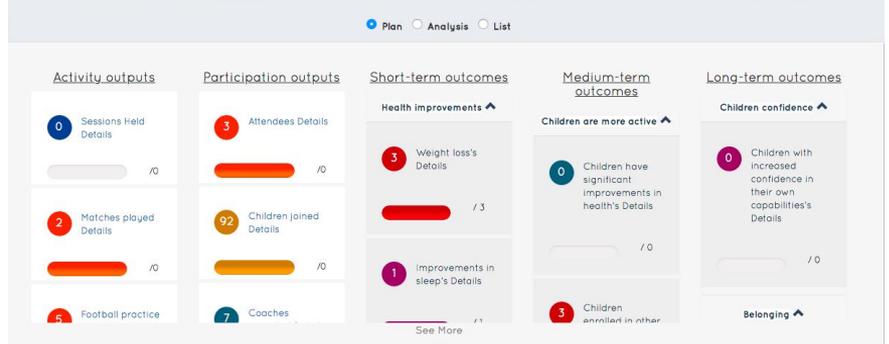
“70% of beneficiaries went from showing their children affection once a week to showing their children affection every day over the course of the programme”



Using football to teach life skills to children

A project by A Showcase Children & Young People's Charity led by Ines Fonseca created on 20th April 2017
 Our children come from difficult backgrounds such as parents with diseases or with economic difficulties. Through football, we provide them a safe place and help them to feel that they belong somewhere while playing a sport and staying healthy.

9 Stories | [Add Story](#) [Participants](#) [Project Settings](#)



A practical Theory of Change

Activity outputs

Classes taught



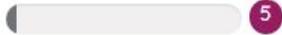
Books given to children



Classes Taught



Workshops Run



Participation outputs

Children attending classes



Volunteer teachers recruited



Teachers recruited



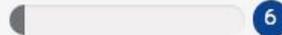
Short-term outcomes [Changes in Attitude, Ability, Capacity]

Musical skills ^

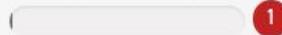
Children learning an instrument



Children learning singing techniques



Children learning melodic and rhythmic composition



See More



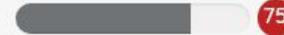
Medium-term outcomes [Changes in Behaviour]

Personal development ^

Children aware of the importance of studying



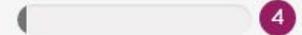
Children with increased confidence in their own capabilities



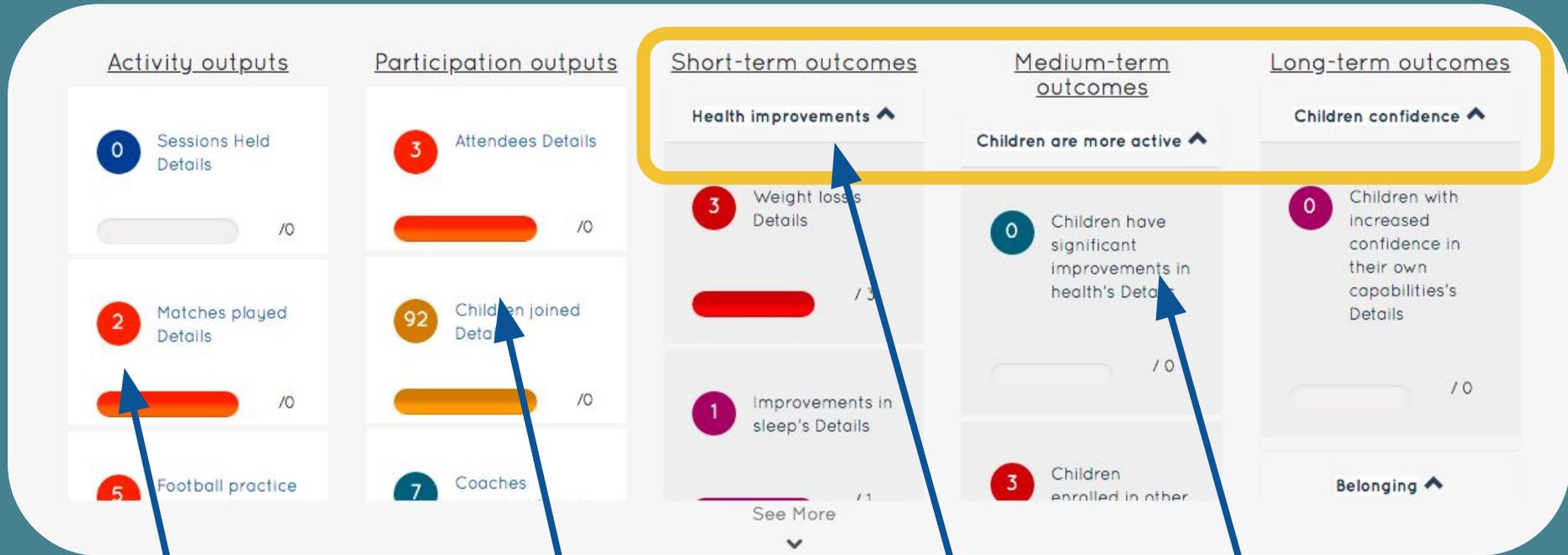
Long-term outcomes [Changes in Quality of Life]

Children enrolled in school ^

Children that managed to continue their studies in a school



A practical Theory of Change



Number of each type of activity you provide

Number of people engaged in each activity

The difference you make to people's lives

Things which indicate whether a difference has been made

The Process We Use In This Workshop

7 QUESTIONS TO ASK WHEN PLANNING YOUR PROGRAMME'S IMPACT MEASUREMENT



Beneficiaries



Outcomes



Observers



**Questions &
Indicators**



Frequency



Storage



Reports

The Process We Use In This Workshop

7 QUESTIONS TO ASK WHEN PLANNING YOUR PROGRAMME'S IMPACT MEASUREMENT



Beneficiaries



Outcomes



Observers



Questions &
Indicators



Frequency



Storage



Reports

What are the
differences you
are making?

What do these people
need to look at to see
whether a difference
has been made?

Where will their
answers be
stored?

Whose lives are
you making a
difference to?

Who can confirm whether
these differences are
being made?

When will you get these
people to do this?

How will you
analyse your
results?

Choose Your Preferred Level Of Detail



Where Your
Programme
Starts

EFFORT

Time constraints
Team buy-in

TRUSTWORTHINESS

Impress funders
Actionable insights

1

2

3

4

5

6

7

BENEFICIARIES



Participants you work with directly



Family members of Participants



Friends and co-workers of Participants



Professional who support the Participants



Local Community Members affected by the Participants



Society & Government



The Environment

Beneficiary Group	Changes in how people Think <ul style="list-style-type: none"> ● Attitudes ● Beliefs ● Knowledge 	Changes in what people Do <ul style="list-style-type: none"> ● One-off achievements ● Habits ● Policies (organisations) 	Changes in what people Have <ul style="list-style-type: none"> ● Financial ● Health & Wellbeing ● Relationships
People you work with directly			
Family members of the people you work with directly			
Friends & Coworkers of the people you work with directly			
Professionals who support the people you work with directly			
Local Community Members affected by the behaviour of the people you work with directly			
Society & Government			
The Environment		<u>Changes in Behaviour</u>	<u>Changes in Quality</u>

1

2

3

4

5

6

7

OUTCOMES

Change How People Think



Attitudes

Beliefs

Capacity

Knowledge

Change What People Do



One-off achievements

Habits

Policy changes

Change What People Have



Wellbeing

Relationships

Mental & Physical

Financial Savings

1

Involve Your Team



ANECDOTAL



EXPERTISE

2

3

4

Involve Beneficiaries



INTERVIEWS

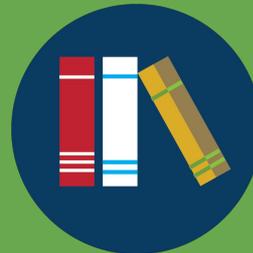


FOCUS
GROUPS

5

6

Look Externally



USED IN THE
SECTOR



REQUESTED
BY FUNDERS

7

Involve Beneficiaries



INTERVIEWS



FOCUS
GROUPS

- **INTERVIEWS: Ask open questions.** E.g.
 - Why did you take part in this programme?
 - How do you feel about the programme?
 - What effect has the programme had on you?

Involve Beneficiaries



INTERVIEWS



FOCUS GROUPS

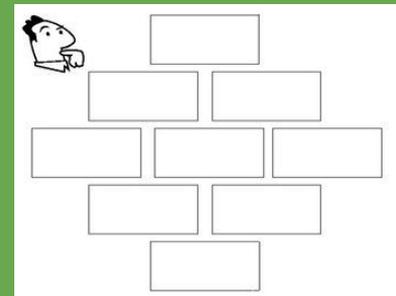
- **FOCUS GROUPS:**

- Ask the group how they feel about the outcomes that were identified during the interviews
- Give people a variety of methods to communicate

Vote with Sticky Dots



Prioritize with Diamond Nine



1

2

3

4

5

6

7

OBSERVERS



PEOPLE



ORGANISATIONS



**APPS AND
DIGITAL SERVICES**

1

2

3

4

5

6

7

QUESTION TYPES



Yes or No



Scales with Levels



Numbers with Units

Likert Scale

Strongly Disagree

Disagree

No Opinion

Agree

Strongly Agree

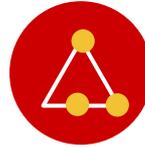
QUESTIONS PRINCIPLES



Before and After



Fair. Not 'Leading'



Triangulation



Observable. Not Subjective

Subjective

How affectionate to your children are you?

Objective

How many times do you hug your child?
How many times do you compliment your child?

1

2

3

4

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7

INDUSTRY-RECOGNISED SURVEYS

Inspiring Impact Resources Hub

CORC: Child Outcomes Research Consortium [website](#)

By sector

- All Sectors
- Arts and culture
- Children and families
- Citizenship and communities
- Community development
- Crime and public safety
- Disability
- Domestic violence

Understanding Money Skills: where our help is needed most to improve client financial capability

Published 26th May 2017 | Expertise Required — — — Moderate

Problems in managing money have never been more important for people’s lives. This report is an important contribution towards beginning to understand and solve these problems, not just for Citizens Advice clients but for everyone.

Andy Haldane, Chief Economist, Bank of England.

[Read More >](#)

System Usability Scale

Search measures... 



Children's Global Assessment Scale



Generalised Anxiety Disorder Assessment

1

2

3

4

5

6

7

FREQUENCY

Programme Starts

Multiple times during the Programme

Programme Ends

6 Months After Programme Ends

Several times After Programme Ends



Timeline

STORAGE

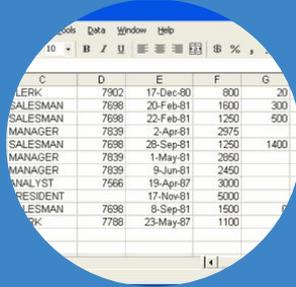
USEFULNESS AS YOU GROW



IN PEOPLE'S HEADS



ON PIECES OF PAPER



IN SPREADSHEETS



IN ONLINE SURVEYS



IN ONE PLACE

EFFORT REQUIRED TO GET STARTED

1

2

3

4

5

6

7

Calculating the Distances Travelled

“70% of beneficiaries went from showing affection once a week to showing affection to their children every day over the course of the programme”

“And of that subset of beneficiaries; 80% were single parents, 60% were BAME and 70% were from low incomes”

REPORTS



MANUALLY



DIGITALLY



INTERACTIVELY

The Process We Use In This Workshop

7 QUESTIONS TO ASK WHEN PLANNING YOUR PROGRAMME'S IMPACT MEASUREMENT



Beneficiaries



Outcomes



Observers



**Questions &
Indicators**



Frequency



Storage



Reports

Choose Your Preferred Level Of Detail



Where Your
Programme
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A practical Theory of Change

Activity outputs

Classes taught



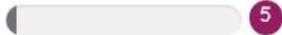
Books given to children



Classes Taught



Workshops Run

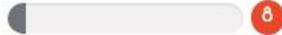


Participation outputs

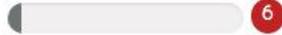
Children attending classes



Volunteer teachers recruited



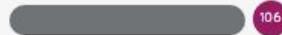
Teachers recruited



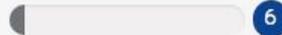
Short-term outcomes [Changes in Attitude, Ability, Capacity]

Musical skills ^

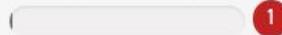
Children learning an instrument



Children learning singing techniques



Children learning melodic and rhythmic composition



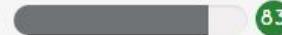
See More



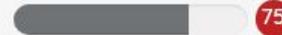
Medium-term outcomes [Changes in Behaviour]

Personal development ^

Children aware of the importance of studying



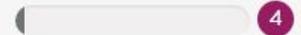
Children with increased confidence in their own capabilities



Long-term outcomes [Changes in Quality of Life]

Children enrolled in school ^

Children that managed to continue their studies in a school



Makerble

Organisations use our **Impact CRM** platform to track and communicate data across their Theory of Change

The screenshot shows the Makerble Impact CRM dashboard. At the top, there's a navigation bar with 'Home', 'Progress', 'Projects', a user profile for 'Matt Demo', and a '+ Make New' button. The main content area is divided into three columns. The left column contains 'Organisations' (listing 'Birmingham Big Local Leader' and 'Cardiff Big Local Editor'), 'Bundles' (with a 'Create your first Bundle' button), and 'Projects' (listing 'Alcohol & Drug Prevention P...', 'Allotments / Veg Box Scheme', and 'Big Lunch'). The middle column is a 'NEWSFEED' with a post from 'Ed Demo' in Birmingham, dated '3 months ago', about '5 Veg Boxes Delivered in Birmingham'. Below the post is a comment input field. The right column shows 'Progress' metrics: '15 Veg Boxes Delivered', '13 People With An Allotment Plot', '265 Event attendees', '57 Events held', and '10 Internships arranged'. A 'Feedback & Support' sidebar is visible on the far right. At the bottom of the dashboard, there's a 'Need any help?' button.

1. Add your own outcomes and indicators
 2. Create your own surveys
 3. Add existing surveys
 4. Produce reports
 5. Share case studies
 6. Collect donations
- Prices start at £1/month

Create an account on www.makerble.com

Makerble® Impact CRM

Using football to teach life skills to children

A project by **A Showcase Children & Young People's Charity** led by **Ines Fonseca** created on **20th April 2017**

Our children come from difficult backgrounds such as parents with diseases or with economic difficulties. Through football, we provide them a safe place and help them to feel that they belong somewhere while playing a sport and staying healthy.

9 Stories |

[Add Story](#) [Participants](#)

[Project Settings](#)

[Plan](#) [Analysis](#) [List](#)

Activity outputs

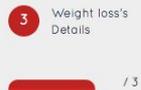


Participation outputs



Short-term outcomes

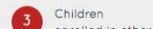
Health improvements



[See More](#)

Medium-term outcomes

Children are more active



Long-term outcomes

Children confidence



[Belonging](#)

Makerble
Change The World Faster

Overview Details Current Status Connect Manage Projects

Select project: A Showcase Children & Young People's Charity

Show/Hide Filter

Contact Name	Date joined Charity	Projects	Groups	Date of 1st Interaction	Most recent interaction	Access granted to	Options
Andrew Arling	23/08/2018		2018 Cohort			Organisation Call...	...
Carol Hastings	20/04/2017	Using football to...		14/09/2018	20/04/2017	Specific people: Yoel Young-Brown	...
Caroline Phillips	07/04/2017	Using football to...		16/10/2018	12/04/2017	Organisation Call...	...
George Smith	07/04/2017	Using football to...		16/10/2018	07/04/2017	Organisation Call...	...
Harry Wright	07/04/2017	Using football to...		16/10/2018	13/04/2017	Organisation Call...	...
Jack Horner	07/06/2018	Using football to...	2018 Cohort	14/09/2018	03/03/2018	Organisation Call...	...
James Holden	15/05/2018	Using football to...	2017 Cohort	06/09/2018	03/03/2018	Organisation Call...	...
Joson Cole Demo	24/05/2018	Using football to...		24/08/2018	21/06/2018	Organisation Call...	...
Joe Bloggs	04/09/2018	DV Service				Organisation Call...	...

Makerble
Change The World Faster

Home Progress Projects Yoel Young-Brown Help More Upgrade Make New

James Holden

Only certain individuals
Only project colleagues
Only for organisations Collections
Organisation + Network
Everyone

James' Timeline

Timeline Filters

By Yoel Young-Brown 09/06/2018
Sessions Held

Full Update

By Yoel Young-Brown 08/24/2018
Sessions Held

Add Notes

Write text here...

Yoel Young-Brown
Today we had a call and agreed to follow up meeting about 1 month ago

Feedback & Support

Thank You

Planning Your Programme's Impact Measurement In 7 Steps

Matt Kepple
matt@makerble.com
www.makerble.com

