Top Tools for Impact

superhighways
harnessing **technology** for **community** benefit

about Superhighways....

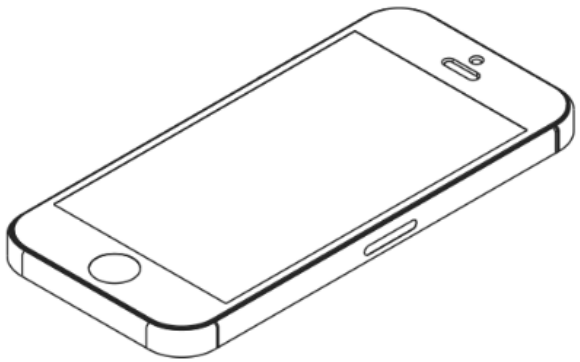
Providing tech support to small local charities in London for 20 years

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise London

- ✓ E-news sign up https://superhighways.org.uk/e-news/

Over to you…

Go to **www.menti.com** and use the code **65 30 25**



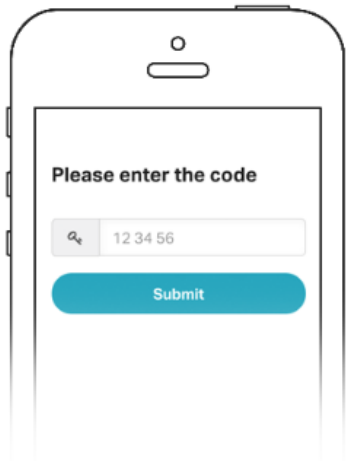
1

Grab your phone

www.menti.com

2

Go to www.menti.com



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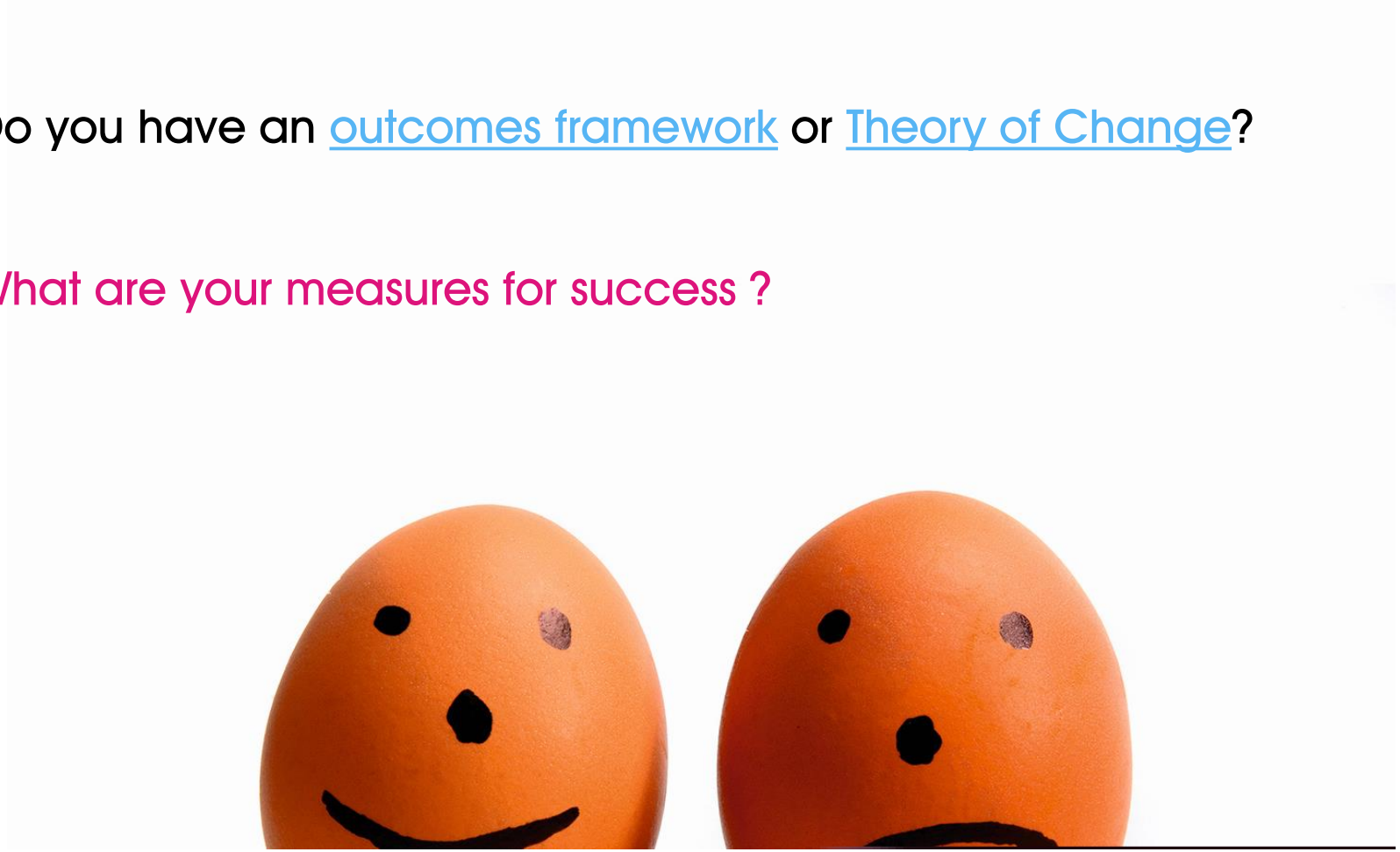
Enter the code 57 07 76 and vote!

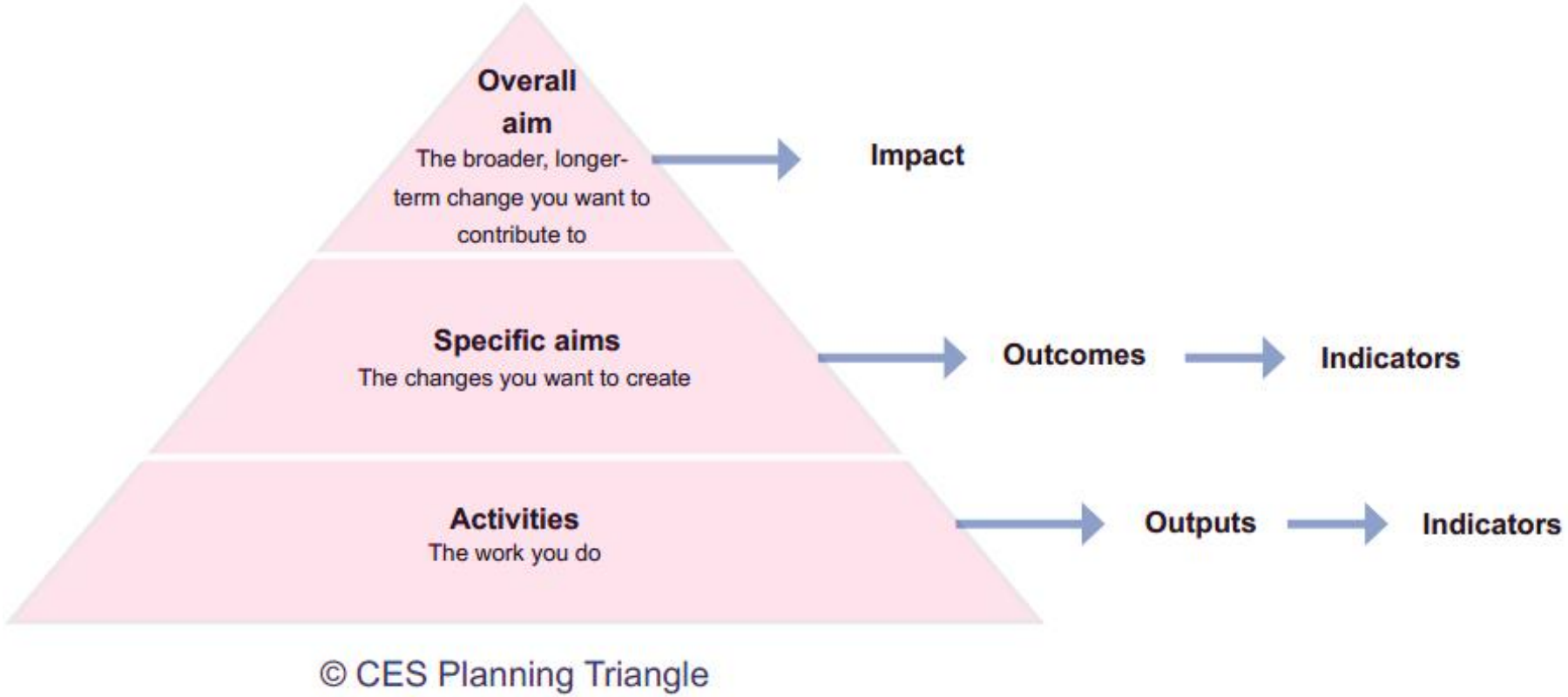
What difference do you make?

Do you have an outcomes framework or Theory of Change?

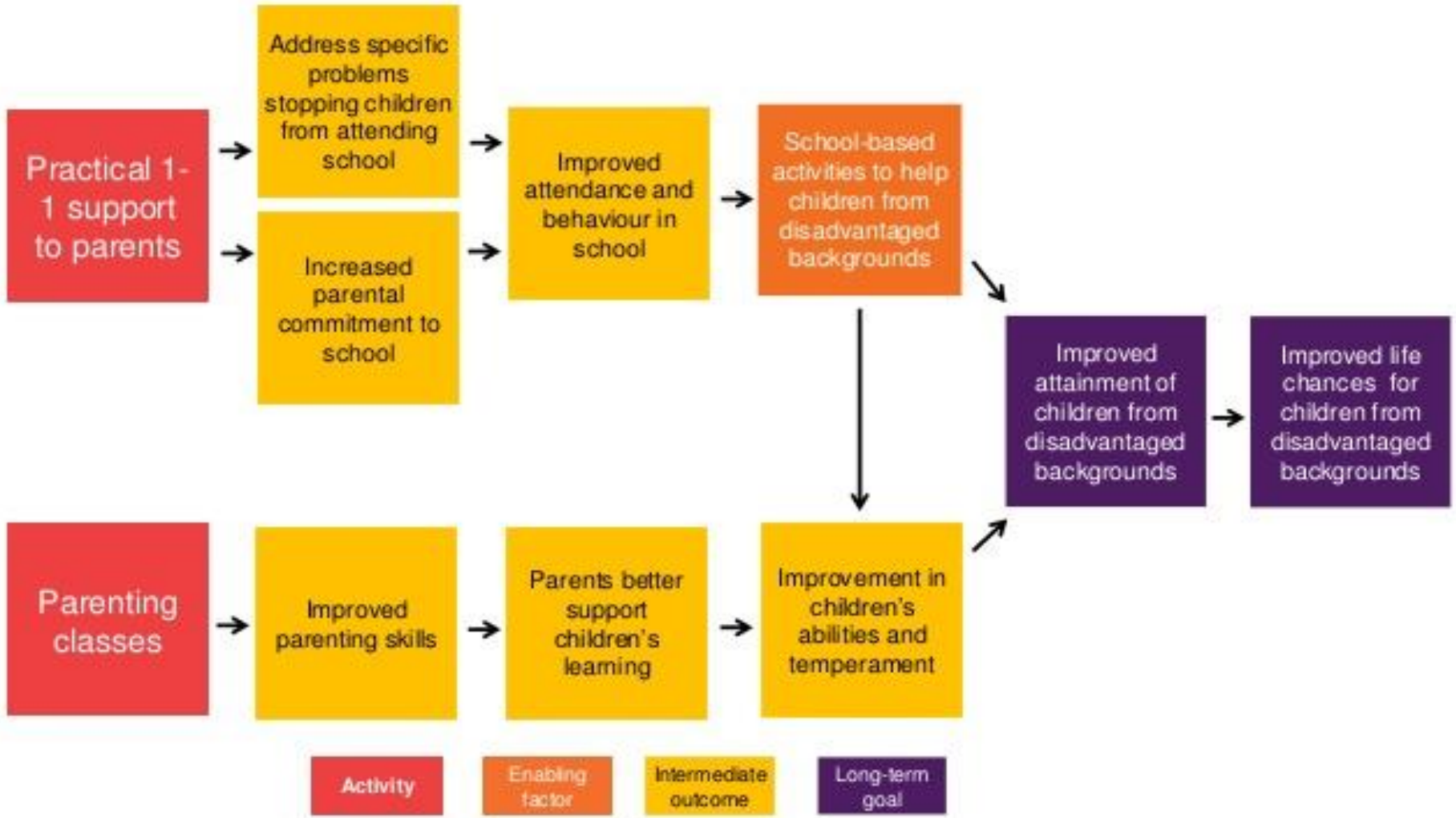
What are your measures for success ?



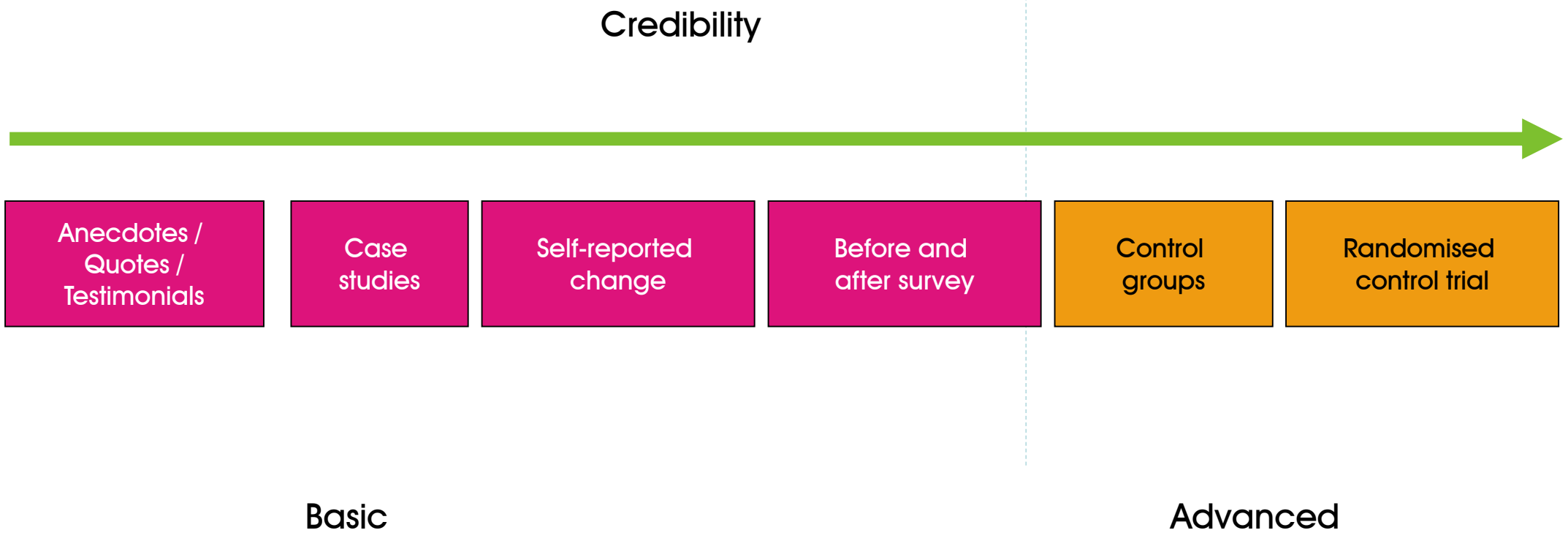
Planning triangle



THEORY OF CHANGE FOR A PARENTING CHARITY: OUTCOMES CHAIN EXAMPLE



Levels of evidence



INSPIRING IMPACT

- User data
- Engagement data
- Feedback data
- Outcomes data
- Impact data

USER DATA

Information on the characteristics of the people you are reaching.

VIEW MORE

ENGAGEMENT DATA

Information on how service users are using your service, and the extent to which they use it.

VIEW MORE

FEEDBACK DATA

Information on what people think about the service.

VIEW MORE

OUTCOMES DATA

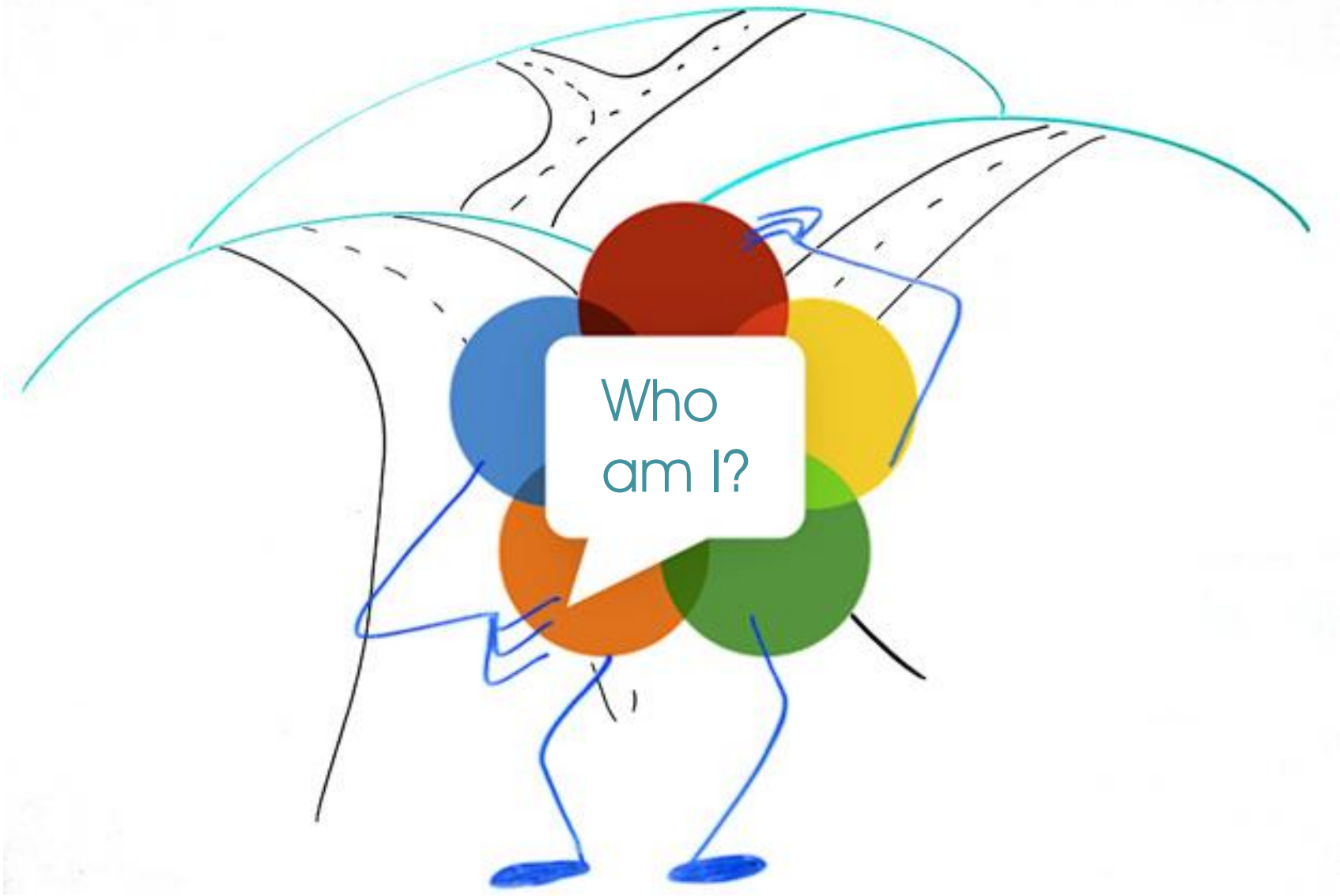
Information on the short term changes, benefits or assets people have got from the service.

VIEW MORE

IMPACT DATA

Information on the long-term difference that have resulted from the service.

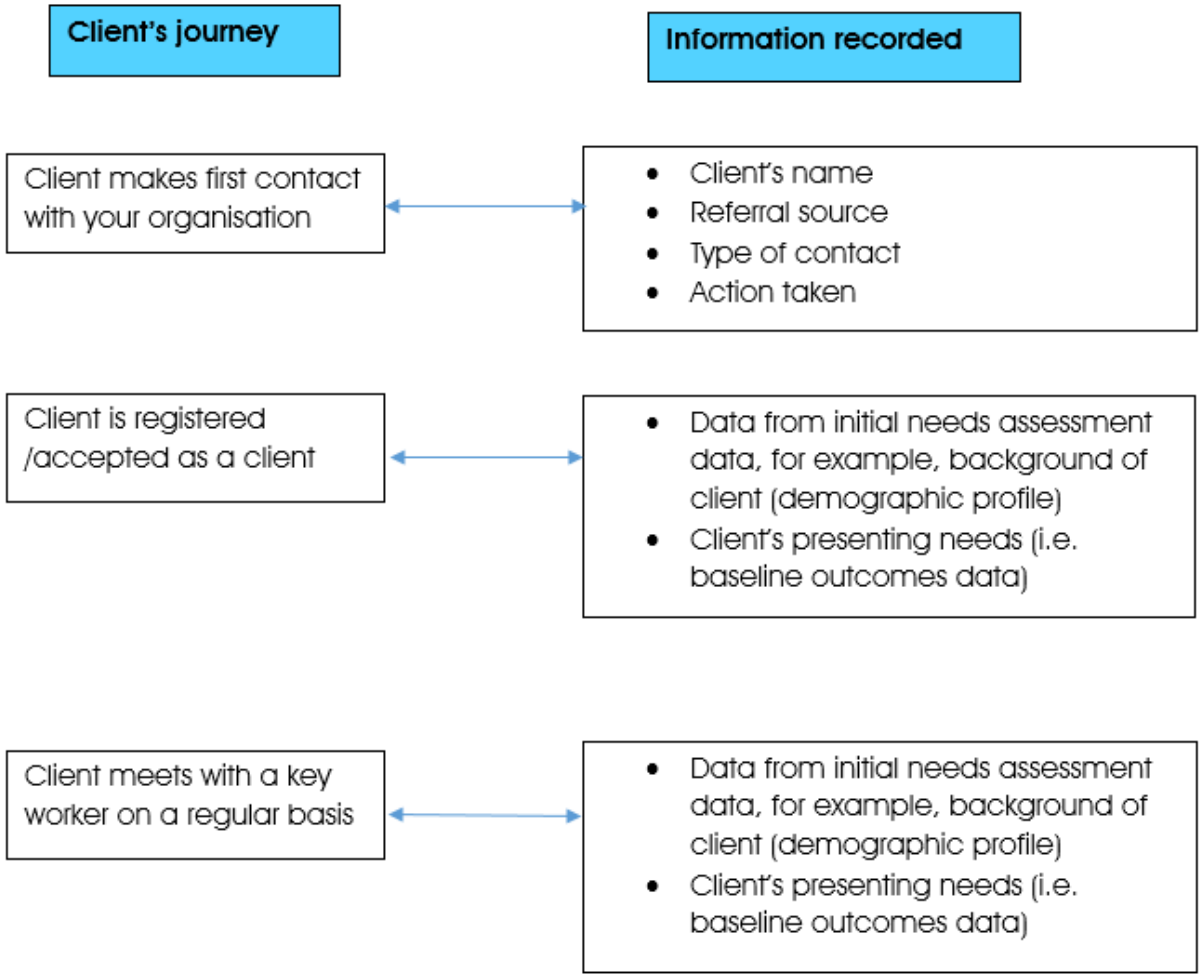
VIEW MORE


Who
am I?

Client journey

Putting outcomes into practice: data gathering opportunities

Tracking a client's journey through your organisation can help you to identify information collection points that should inform the way you develop your system.

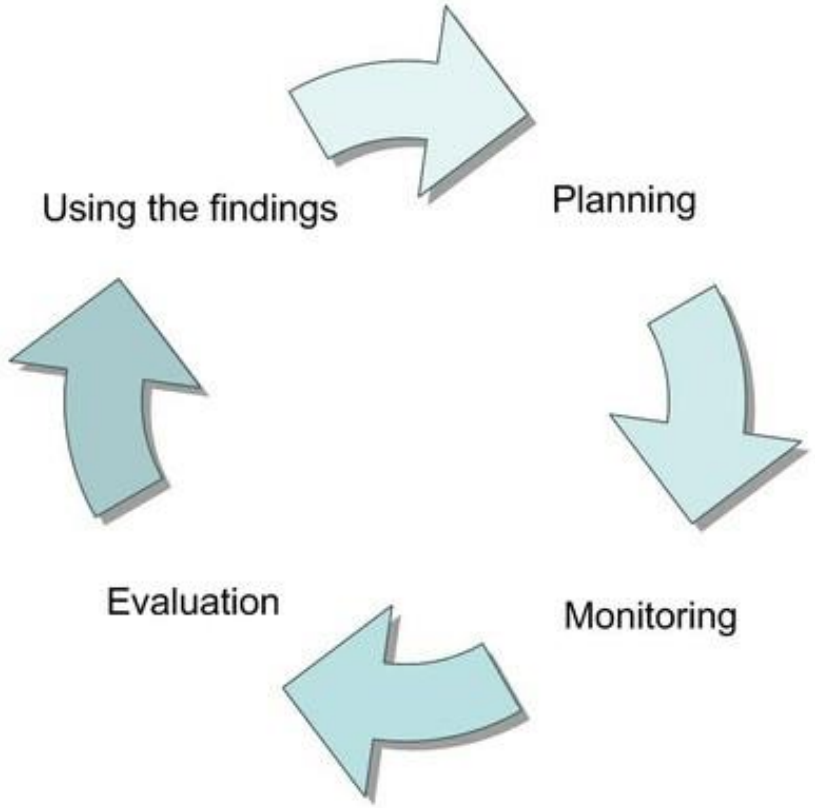


“Do I look like I have time for digital?”

Why digital can help?

Greater efficiency:

- Automating manual processes
- Reducing paperwork
- Reducing staff time



Greater effectiveness:

- Sharing / accessing information
- Analysing data in more sophisticated ways
- Presenting information with greater impact & to a wider variety of audiences
- Engaging your audience in monitoring and evaluation

SurveyMonkey

Typeform

ZOHO

Which online form or survey tool?

Survey Monkey
Type Form
Smart Survey
Survey Gizmo
Microsoft Office Forms
Google Forms
Form Stack
JISC Online Surveys
Snap Surveys

1. Scale
2. Storage
3. Complexity
4. Download format
5. Looks
6. Integration
7. Design
8. Cost

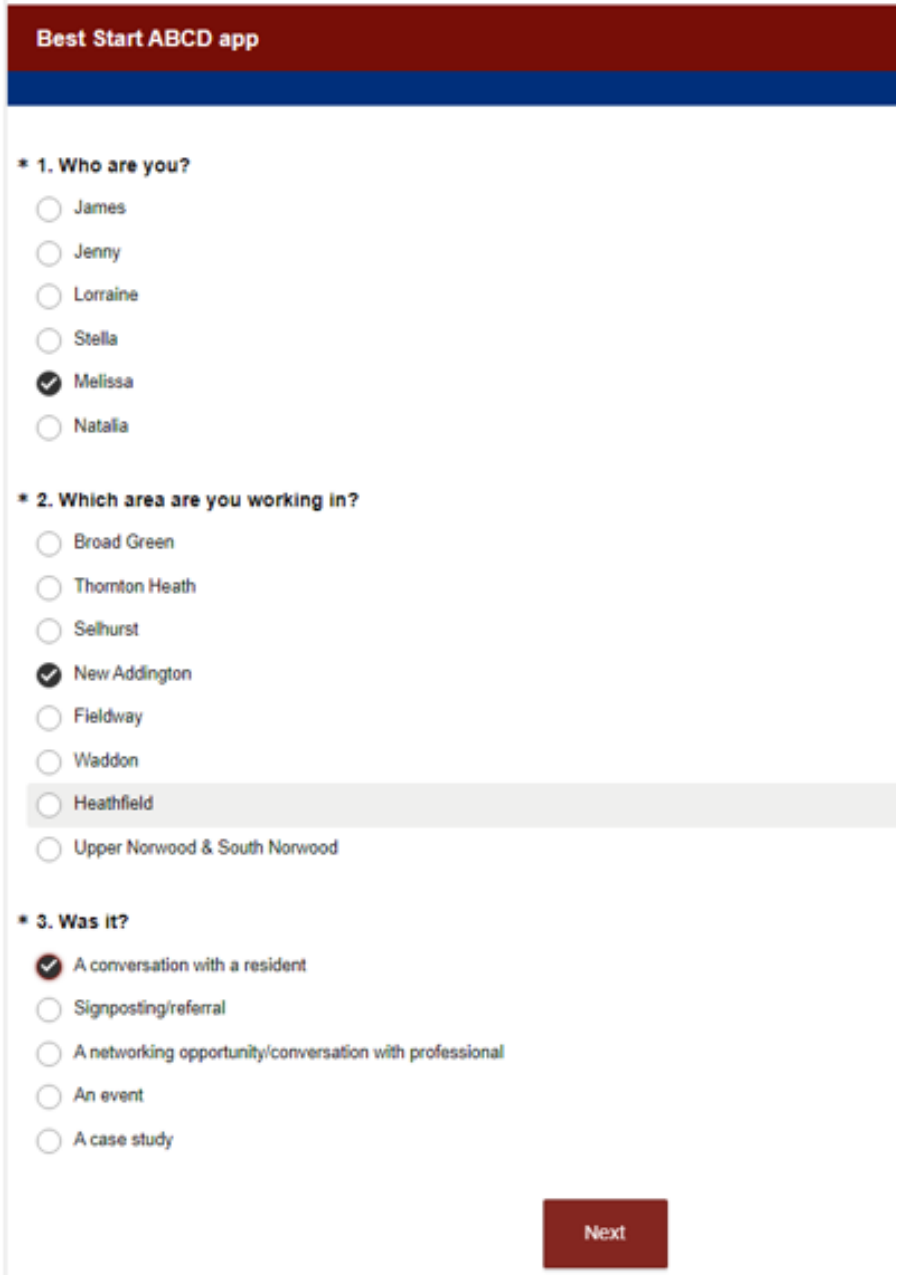
Read our blog post…

Grab your phone again!

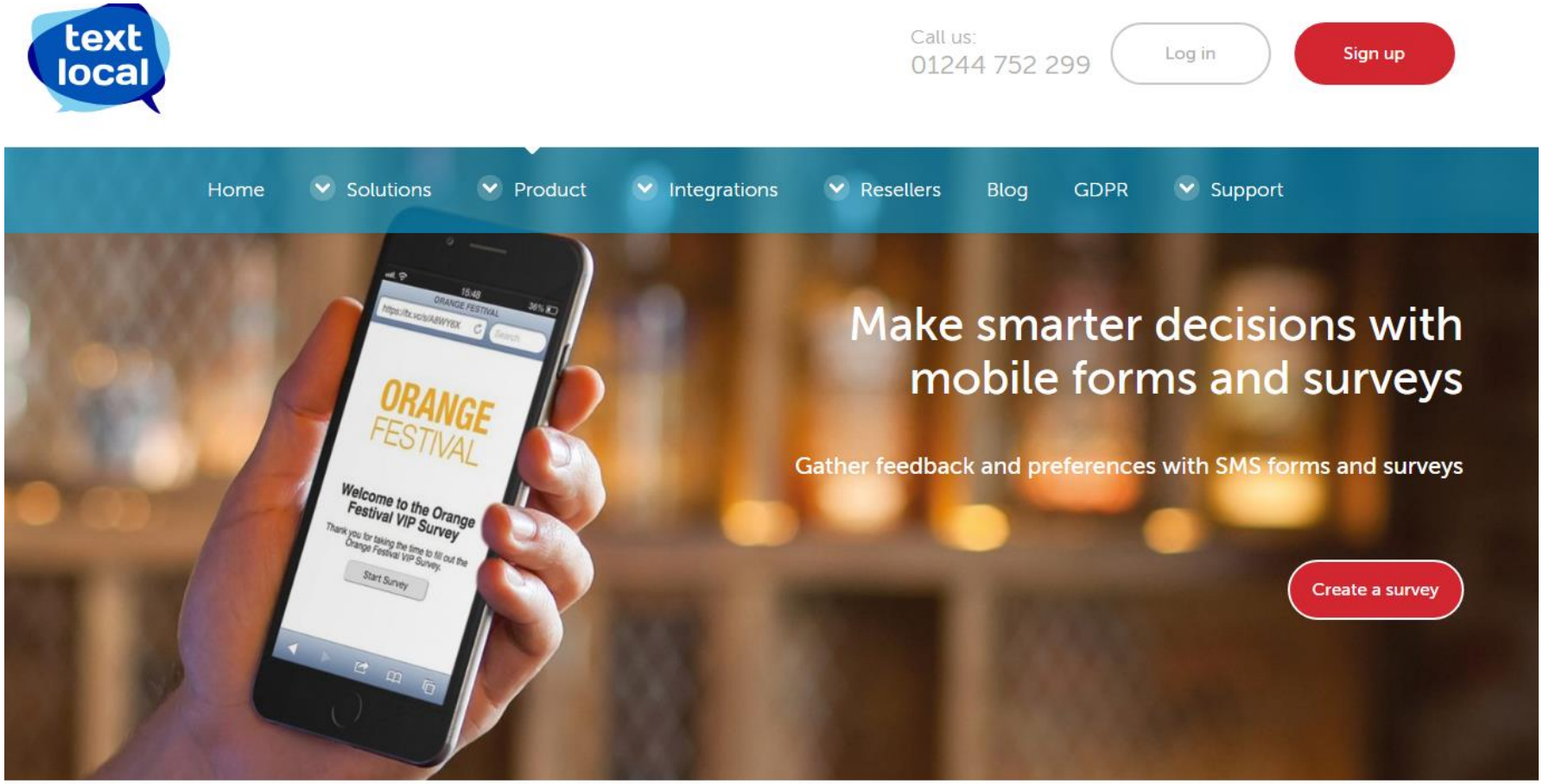
bit.ly/TheBigOneHatch

A “do–it–yourself” app?

1) Logging a Conversation with a resident



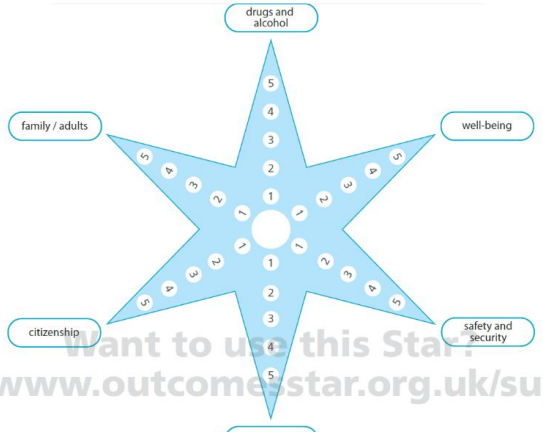
Going mobile…



SmartSurvey

textanywhere

What about benchmarking & scales?



Want to use this Star?
www.outcomesstar.org.uk/sup
Contact info@triangleconsulting.co.u

Youth Star™ Quiz

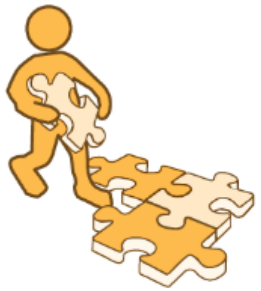
The Outcomes Star for youth work

1 Not interested 2 Considering 3 Having a go 4 Working on it 5 Enjoying and achieving

In each of the six questions, circle the description that best fits for you now.

1 Making a difference

getting involved helping others community activities



5 I really like taking part in things that help others and make a difference. I do as much as I can

4 I often get involved and help out but sometimes lose motivation

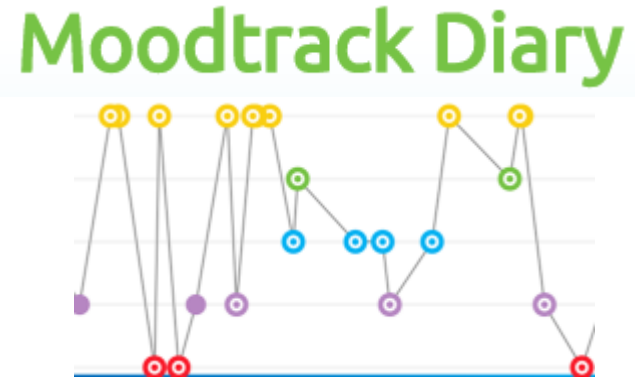
3 I do take part but lose interest easily

2 I wouldn't mind helping out a bit but I don't know what to do

1 I'm not interested. It has nothing to do with me

for use
formation only

Capture your impact – diaries



But don't forget…

It's all about the questions!!

Writing better questions, getting better data

Inspiring Impact website

And asking them sensitively…

Systematic data collection

- ✓ Digital filing – including online repositories e.g. Huddle, Dropbox, Google Drive, SharePoint etc.
- ✓ Excel / Google Sheets
- ✓ Off the shelf affordable online databases

**** BUILD IN TIME TO ANALYSE ****

Affordable off the shelf online databases

generally not focused on sales, more on outcomes

Lamplight

BETTER IMPACT

Makerble

Time to Spare

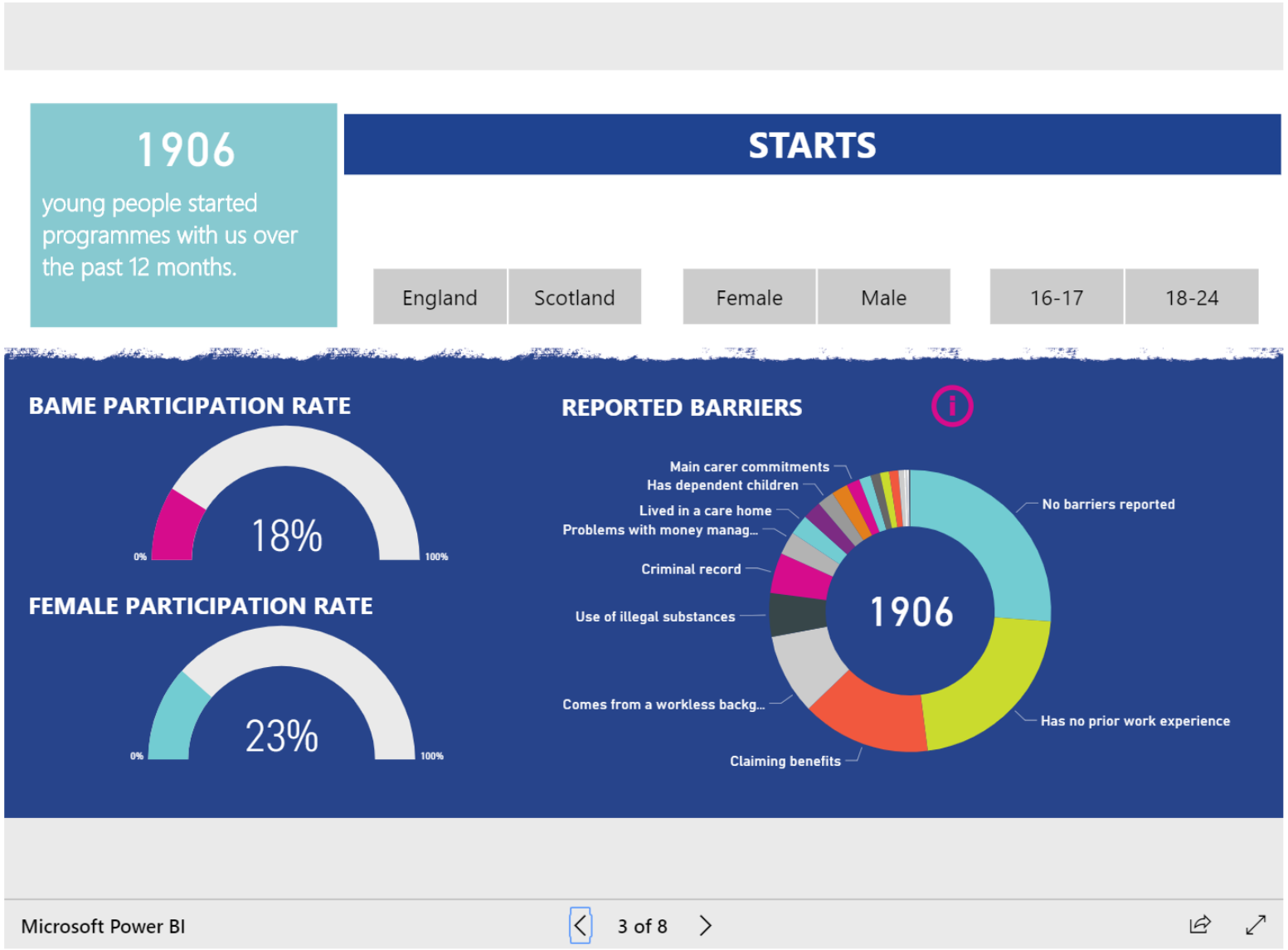
UPSHOT®
MANAGE | MONITOR | EVIDENCE

Outcomes Star™

views

Impactasaurus

Interactive dashboards



Power BI

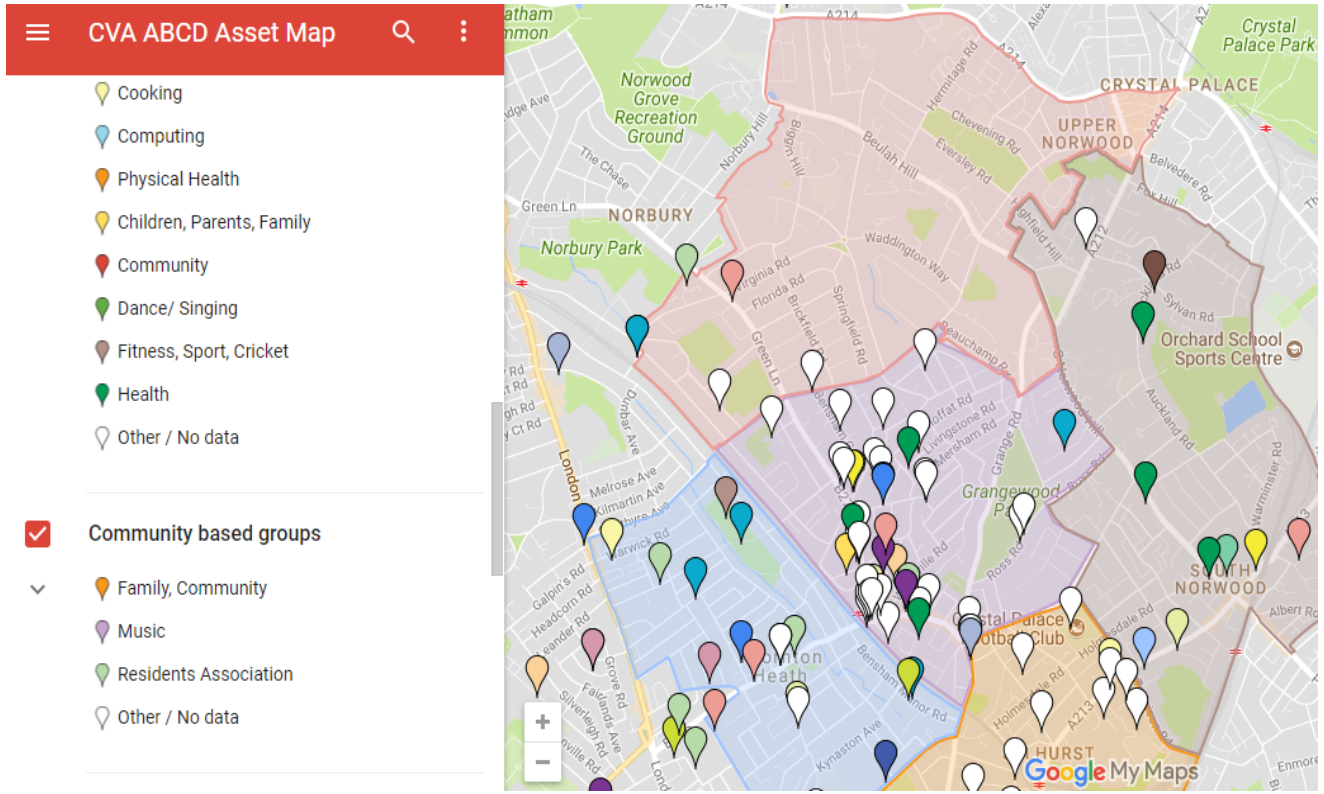
Simplest map creation...

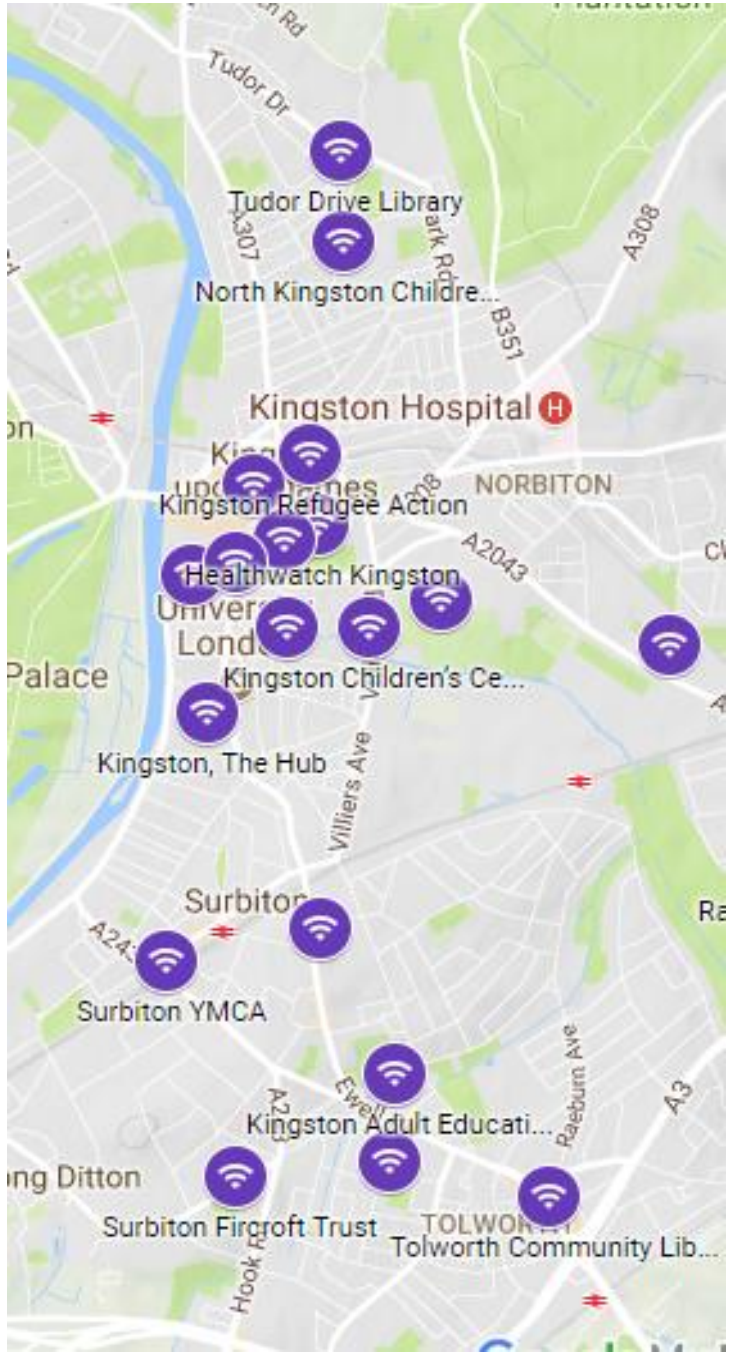
Paste data sets with postcodes & create a map!

batchgeo

Google My Maps

- Add multi-media
- Add different layers (max 10)
- Customise look and feel





Over to you…

Break time!

“

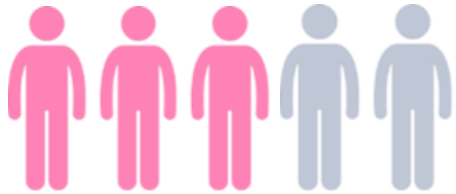
I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel

”

“no numbers without stories, no stories without numbers”

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

three in five donors pay close attention to impact



87% of funders use evidence of impact when deciding to give out money

1000 Volunteers

Nice and Serious

1000 Volunteers

Nice and Serious

1000 Volunteers

got out of bed on a Saturday morning.

Nice and Serious

1000 Volunteers

got out of bed on
a Saturday morning.

See Sarah's Story

Storytelling essentials

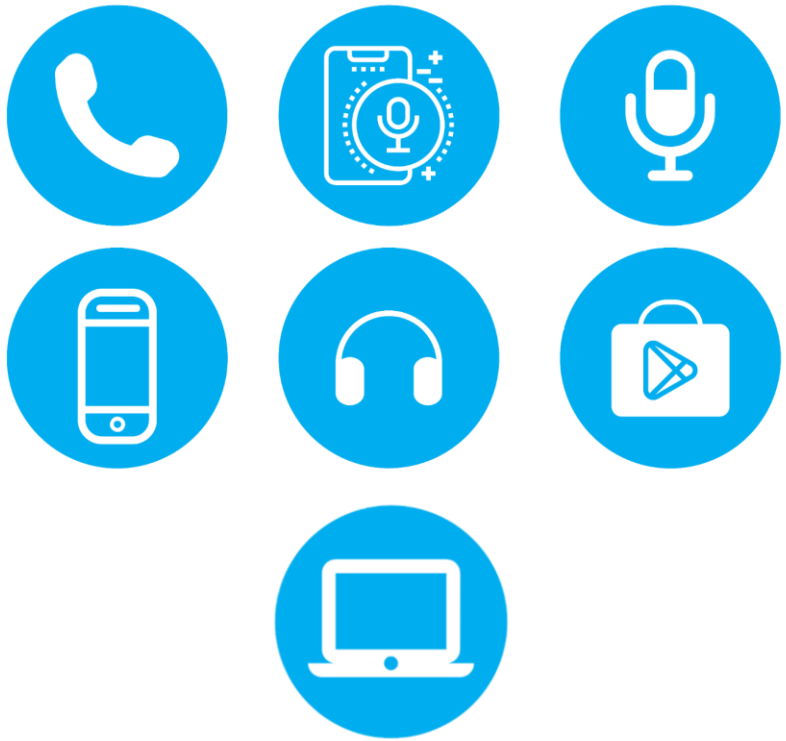
Elements of a good story?

- Human interest –capture imagination / hearts
- Real people – real lives and experiences
- Great quotes / soundbites
- Timing and relevance – why now?
- Facts and figures
- Think in pictures
- Beginning, middle and end
- Call to action

Storytelling frame

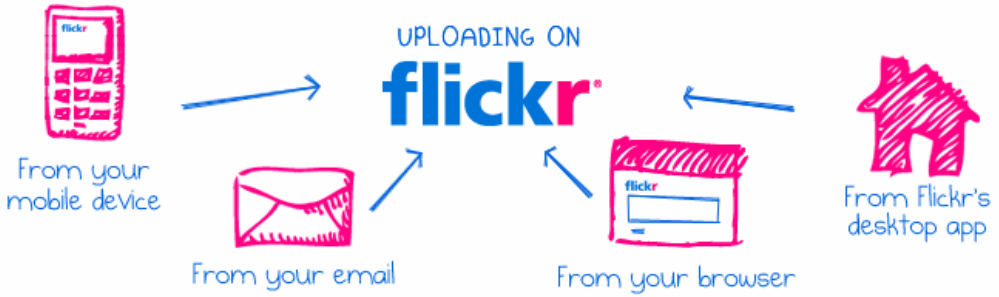
Key message	Who is the story intended for?	What is the purpose of the story?	What do I want viewers to do as a result of seeing it?	What media will I use to create it?	Where will I share it?	How will I measure the impact?	What next?

What equipment will you need? Or have?



A picture tells a thousand words

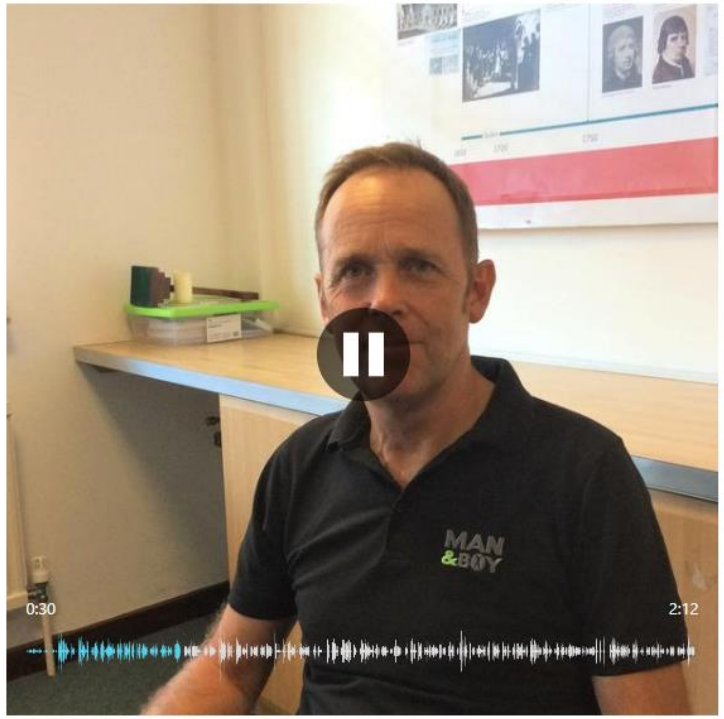
flickr™



Giving people a Voice

Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



+ Playlist | </> Embed

Trevor Quy shares a positive story of how Man & Boy can be 'a catalyst for some change' in a boy's life, giving them space to say how they're feeling in a safe environment.'

Subscribe

Apple Podcasts RSS

Next

Man & Boy: issues and challenges

Top Episodes

Matt Hay Talking about Refugee Action Kingston's Summer Playscheme
by Small Charity Impact

Max Hamilton: a young ambassador for Express CIC in Kingston
by Small Charity Impact

Hannah Craig on supporting mental health of SEN children
by Small Charity Impact

Report this episode

Download audio

QRCode

SOUNDCLOUD

audioBoom

CPOF

Crystal Palace Overground Festival

Crystal Palace Overground Festival is an event that has a wide range of diverse activities for people of all ages to get involved in. Follow us on twitter @CPOFestival , on Facebook at Crystal Palace Overground Festival and Instagram at cpofestival

Crystal Palace Park

crystalpalacefestival.org/

59 Posts 6 Playlists

Yoga Students

CPOF

Nicola talks to John Paul from Men in Sheds

CPOF

Yoga lessons

CPOF

London Mozart Players- Julia tells people what LMP is doing next.

CPOF

London Mozart Players-

London Mozart Players-

Volunteer Stall holder

Nicola's Soundbath

CROYDON VOLUNTARY ACTION - ABCD

THE PROBLEM: Communicate the impact of community builders & connectors.

THE SOLUTION: Collect audio & photos to create digital stories and embed in presentations.

> "Commissioners have been impressed with what we've been able to achieve which has directly resulted in further funding."

Sarah Burns
Joint Head of Community Involvement

Creating easy Infographics

Canva

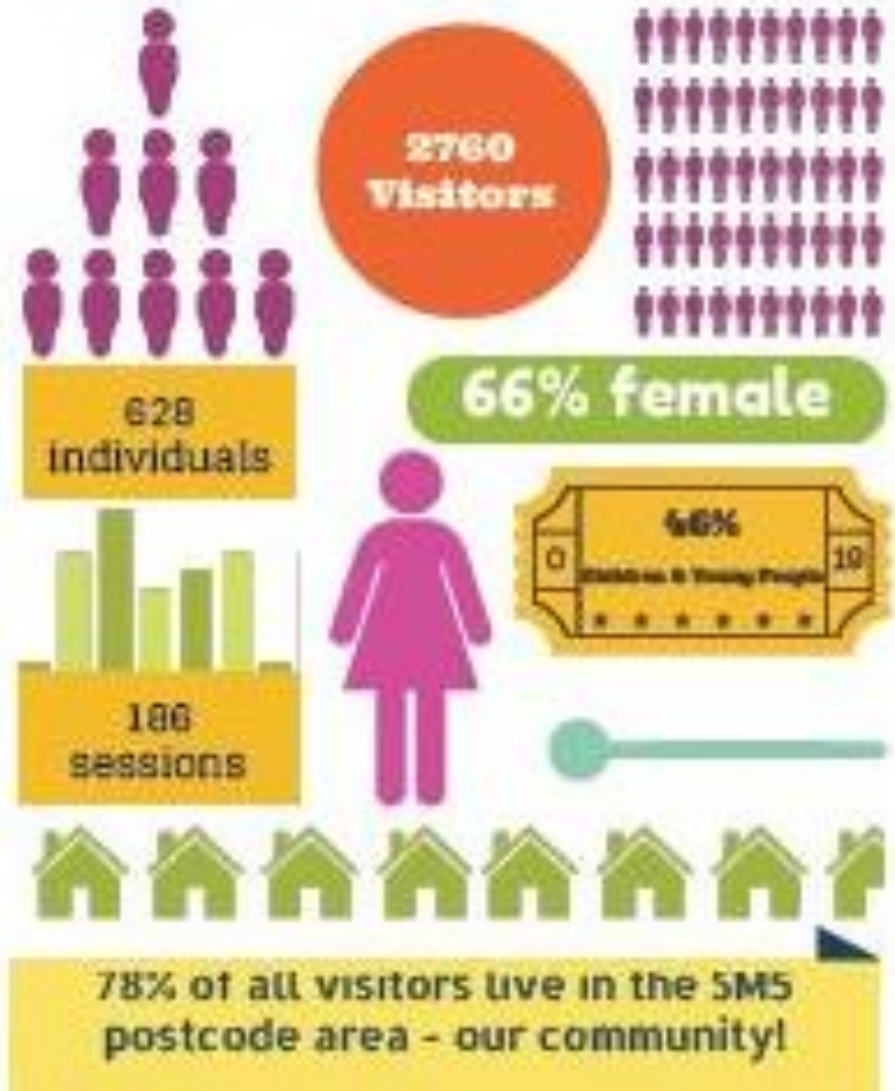
Piktochart

infogr.am

easelly
create and share visual ideas online

OCTOBER '14

at the Riverside Centre



Croydon Counselling Foundation

Annual Review 2017 / 2018

Anxiety
Depression
Bereavement
Relationship breakdown
Stress

Presenting issues

85 clients supported

20 Counsellors

We are the only counselling service in Croydon providing communities with long term counselling and fees based on the ability to pay

65% receive counselling for over 6 months

16 days waiting time for assessment

50% referrals from GPs, mental health services & local charities

12 clients receiving the a counselling bursary.

Our acheivements

1344 hours of counselling provision

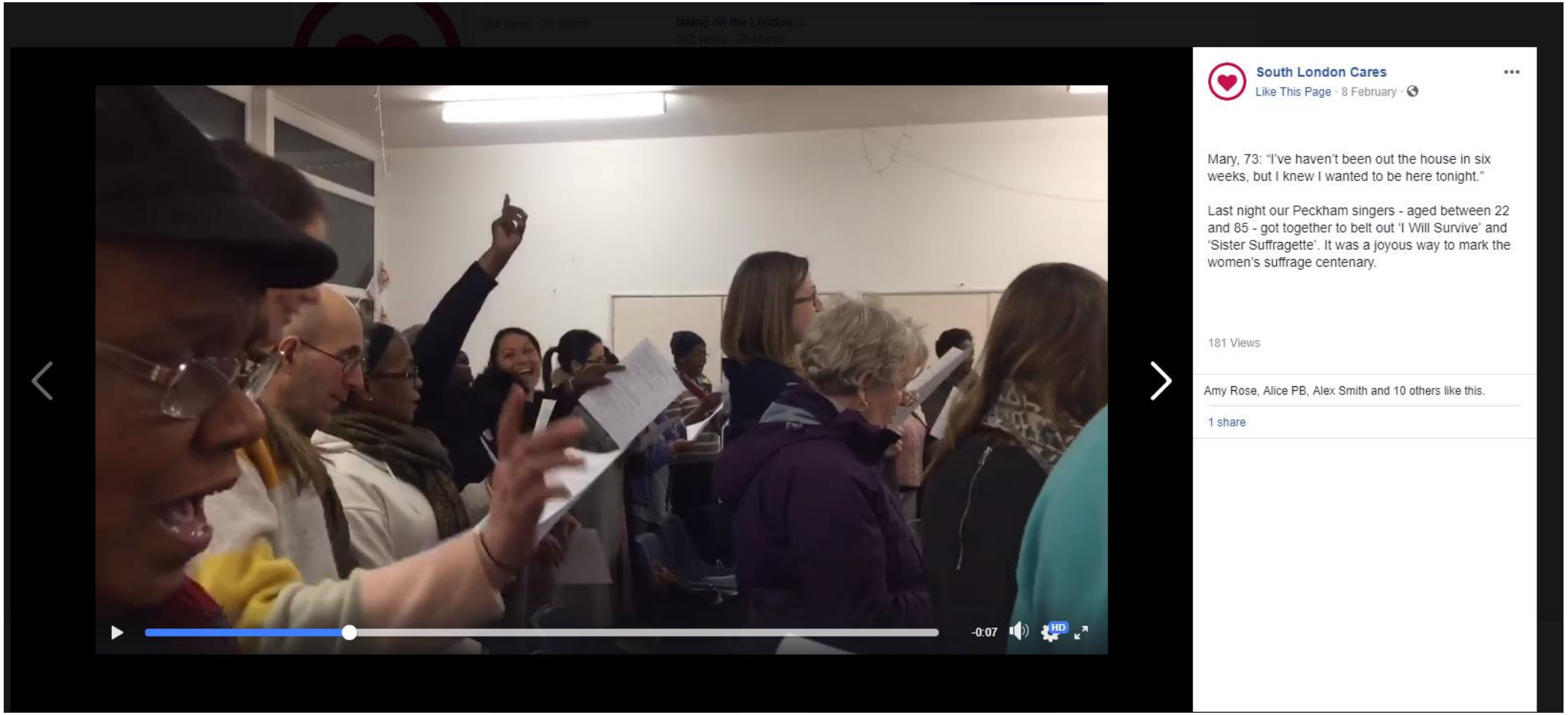
reaching our diverse local community

30% felt mental health has improved

Canva exercise

- Go to www.canva.com
- Sign up to a free account (skip Team set up)
- Search for Twitter post in 'Create your first design' screen
- Skip through the 4 'tips' in purple
- Choose a block background colour (click the colour cube above / left of canvas)
- Click Text from left hand bar, choose Heading and type 'Digital tools for impact'
- Click Elements in left hand bar, search for people icons, choose one, drag to bottom left
- Click Text and add number 12 and Attendees (or in Elements search for Numbers and choose a style)

You don't need feature films...



Video: make your life easy with a template

Tell What Happened

Share a family vacation, success to celebrate, or just something that happened to you.

A Hero's Journey

Tell how a regular person overcame a great challenge.

Show and Tell

Describe something important to you, and why it should matter to your audience.

Pick this one

An Invitation

Get your audience excited about an upcoming event.

Pick this one

Spark Video

Make compelling animated videos—in minutes

Get started now

Keep sharing your impact on social

Online tools we're now using every day

- Microsoft Teams
- Google Meet
- Jitsi
- Zoom
- ….there are others!

Everybody's Zooming!

#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

Long form – events, campaigns, reports & sub sites!

wakelet

Save, organize and tell stories with content from around the web

Sign up for free

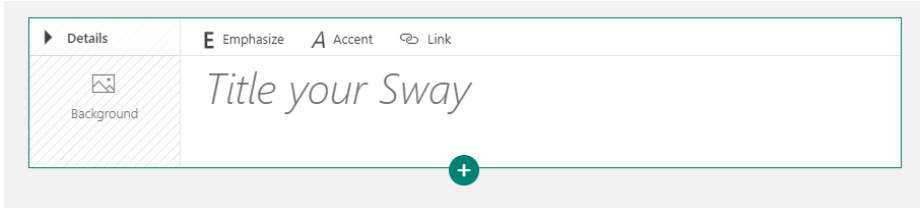
Create a quick collection

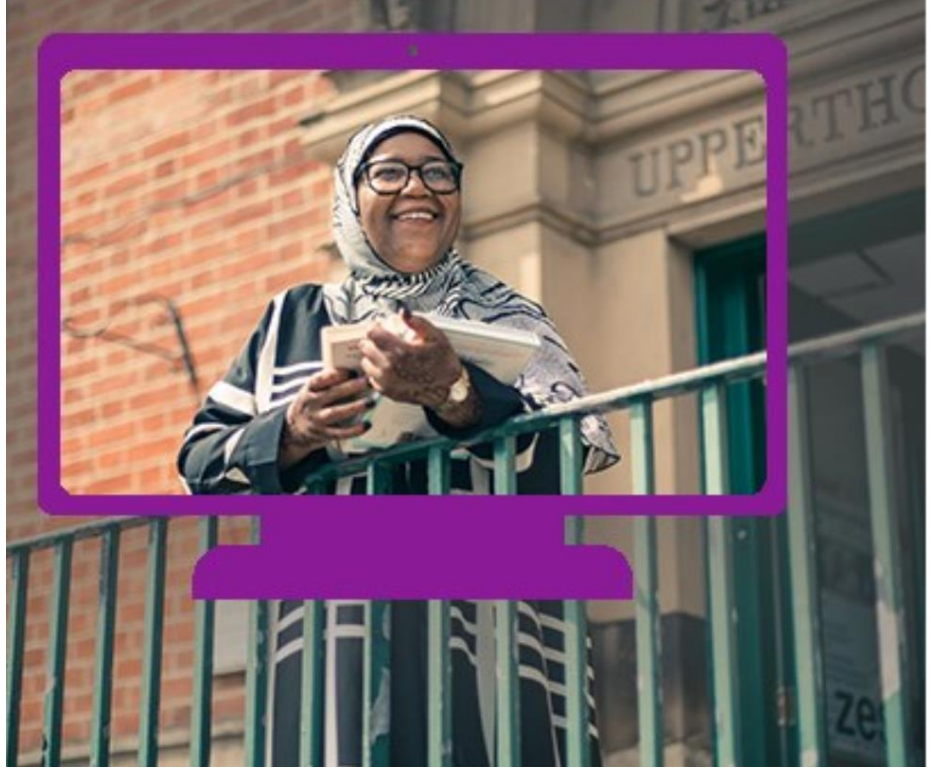
It's a tool to turn many links into one
No sign up needed

Spark Page

mailchimp

issuu





We're supporting

get online week

15–21 Oct 2018

#try1thing

How Superhighways helped people #Try1Thing in Get Online Week 2018

Supporting Kingston's carers with one to one training with Kingston Carers' Network

"How do I connect to the WiFi?"

Final
thought…

What one digital tool will you go away and try first?

superhighways
harnessing technology for community benefit

Our Favourite Apps take away sheet

Kate White

Philippa Leary

info@superhighways.org.uk

www.superhighways.org.uk

@SuperhighwaysUK

Canva

Create infographics, social media posts, flyers and more for web or print with **Canva**. Charities can upgrade to Canva for Work for free.

Piktochart

Choose from a range of **Piktochart** templates and icons to visually present your data. Charity discount.

infogr.am

Infogram lets you create infographics and interactive online charts. Basic free account available.

audioBoom lets you record, collate and share audio content online. Monthly cost $9.99.

An alternative to audioBoom, **SoundCloud** also allows private storage. Publish up to 3 hours of recordings for free.

Audacity desktop software is free to download and allows you to edit your audio interviews.

Collecting data

Create and publish free surveys online in minutes with **Google Forms**. View results graphically and in real time.

Mapping data

Use **Batchgeo** to easily create maps by copying and pasting postcodes from Excel. Add other data and map pins will be colour