

KNOWING WHAT WORKS: SIMPLE TECHNIQUES FOR IMPACT ASSESSMENT

WHO ARE WE?



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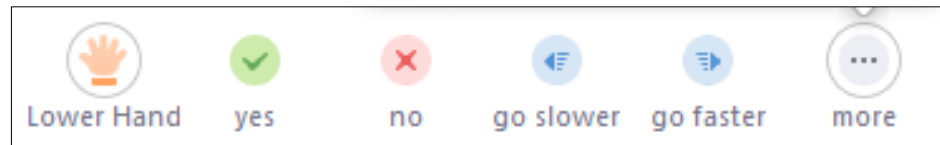
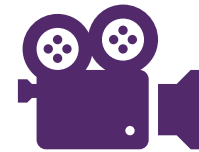
Please introduce yourself:

Name

Role

Can you guess....

What percentage of charities in the UK are micro or small?



OVERVIEW

Micro and small charities often make BIG IMPACT but how do you know your work makes a difference?

Discover creative, organic, informal and formal ways to gather data on outcomes and impact gleaned from conversations with small organisations like yours.

This session is your opportunity to ask questions about simple, quick, effective ways to gather, analyse and use your outcomes and impact data to help you to make decisions, influence policy makers and make a case for support.

<https://blogs.ncvo.org.uk/2020/11/17/big-inspiration-from-small-charities/>

OVER TO YOU....SOME GROUP WORK

JAMBOARD



What decisions do you have to make that require data?



In terms of impact and evaluation, what is the biggest challenge you face right now?

INSPIRING CONVERSATIONS

TOP TIPS

Plan

- What info is needed?
- Be proportionate

Be inspired by your analysis and findings

- New needs
- Research

Find inspiring ways to gather information

- Digital / virtual / online
- Relationships and rapport
- Formal and informal, organic

Use information to inspire decisions and development

- Visual methods
- Making the case for support

PLANNING TOOLS

DURING TIMES OF UNCERTAINTY...

What
decisions do
we need to
make?

How is our
work
changing?

Can we collect
the data we
need?
(And if so,
how?)

FIVE TYPES OF DATA



User data: The characteristics of the people you're reaching



Engagement data: how users are engaging with your work



Feedback data: what people think about your work

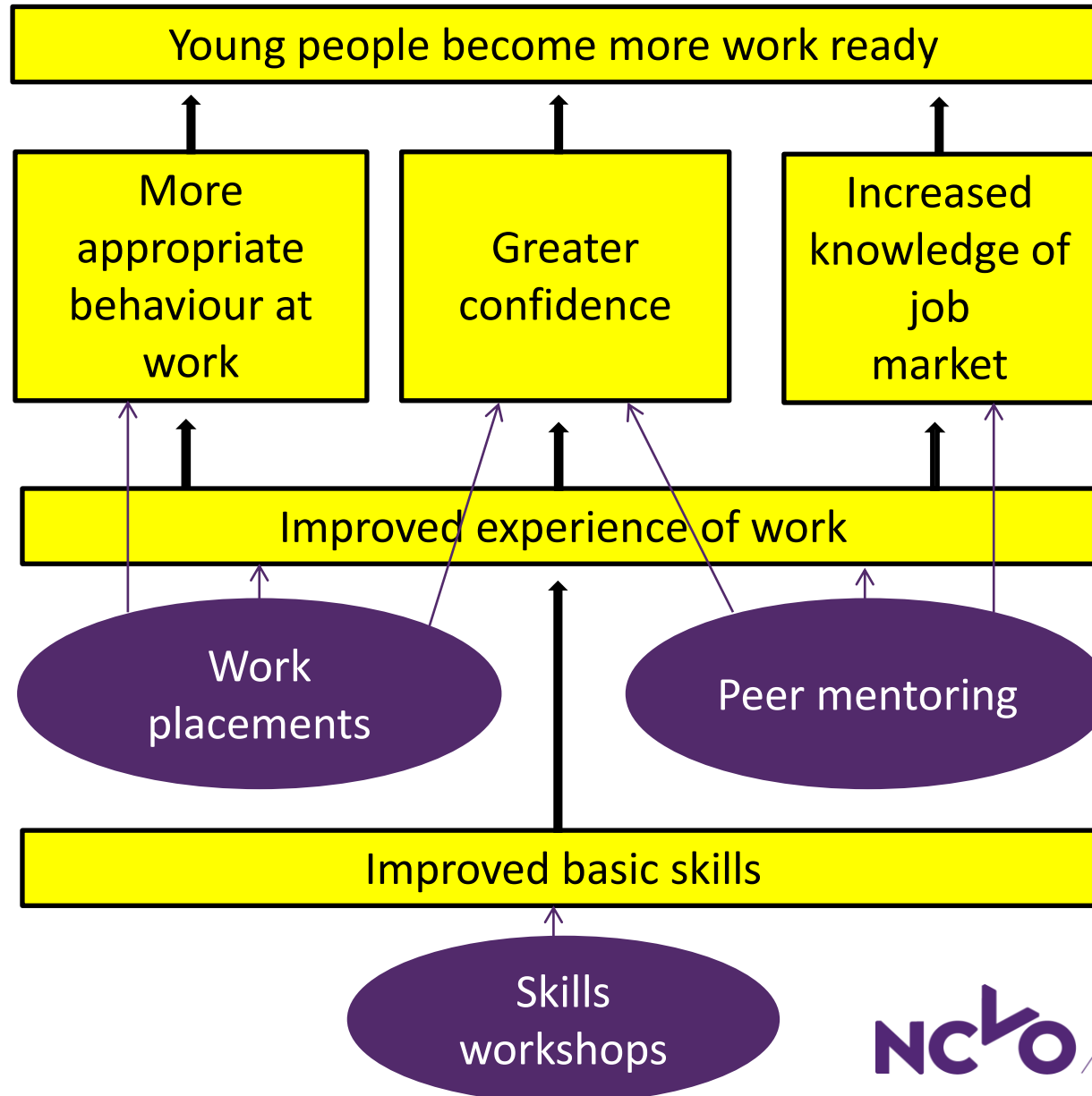


Outcome data: what changes for people as a result

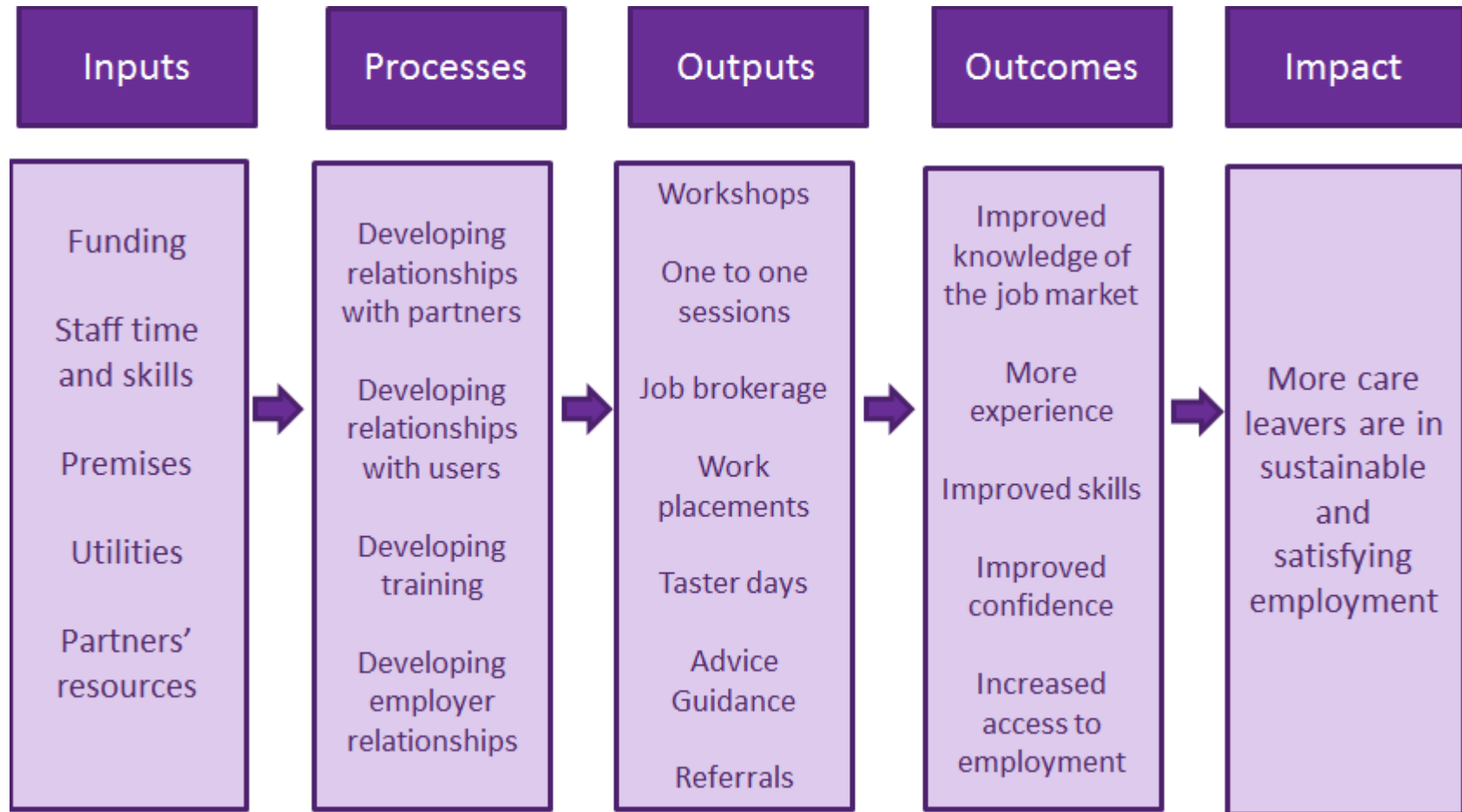


Impact data: the long-term changes that take place

Reduced youth unemployment in Oxfordshire



WHAT CAN BE EVALUATED?



WAYS TO GATHER DATA

ADAPTING DATA COLLECTION

- Use team meetings to share what people have learned (even informally)
- Adapt to new (and old) technology – phone, Zoom, text messaging, and online polls
- Focus on evaluating and capturing learning on the process
- What else?

WHERE CAN I FIND OUT MORE?

USEFUL RESOURCES ON THEORY OF CHANGE

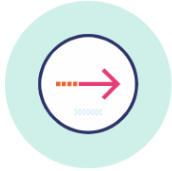

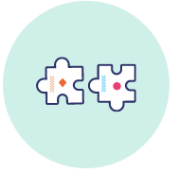
- NCVO's **Knowhow Nonprofit** has practical impact and evaluation support: knowhownonprofit.org/organisation/impact
- **Uses of theory of change:** <https://knowhow.ncvo.org.uk/organisation/impact/plan-your-impact-and-evaluation/identify-the-difference-you-want-to-make-1/uses-of-theory-of-change>
- **How to build a theory of change:** <https://knowhow.ncvo.org.uk/how-to/how-to-build-a-theory-of-change>
- **The best software to create visual maps -** <https://www.inspiringimpact.org/resource-library/the-best-software-to-create-a-theory-of-change/>
- NPC's **10 steps** publication: <https://www.thinknpc.org/resource-hub/ten-steps/>
- **10 minute** TOC blog: <https://blogs.ncvo.org.uk/2015/11/09/the-10-minute-theory-of-change-challenge/>

INSPIRING IMPACT

[HTTPS://WWW.INSPIRINGIMPACT.ORG](https://www.inspiringimpact.org)

- Inspiring podcasts
- Tools and guidance
- Webinars
- Specific Covid-19 guidance
- Data diagnostic
- Measuring Up!

Online events to share and learn with others

 <p>Adapting your impact practice</p> <p>Inspiring Impact webinar – 16 April</p> <p>FIND OUT MORE</p>	 <p>Impact management in the current climate</p> <p>SVUK webinar – 17 April</p> <p>FIND OUT MORE</p>	 <p>Stories vs numbers: Choosing what data to collect</p> <p>NPC online seminar – 22 April</p> <p>FIND OUT MORE</p>
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NCVO champions the voluntary sector and volunteer movement to create a better society.

We connect, represent and support over 15,500 voluntary sector member organisations, from the smallest community groups to the largest charities.

This helps our members and their millions of volunteers make the biggest difference to the causes they believe in.

Search for **NCVO membership**

Visit **www.ncvo.org.uk/join**

Email **membership@ncvo.org.uk**

KEEP IN TOUCH...

www.ncvo.org.uk/charities-evaluation-services



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THANK YOU