Planning Your Programme's Impact Measurement In 7 Steps

Makerble

Presented by Matt Kepple

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Friends of the Earth | wave TRUST | Local Trust | Big Local | LOTTERY FUNDED | UK ENGINEERS WITHOUT BORDERS | AFFORD African Foundation for Development | WEVOLUTION

Services

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?

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Income

Funder Requirements

Contractual Requirements

Attracting new donors & funders

Why create a Theory of Change?

Improve Service Delivery and Performance

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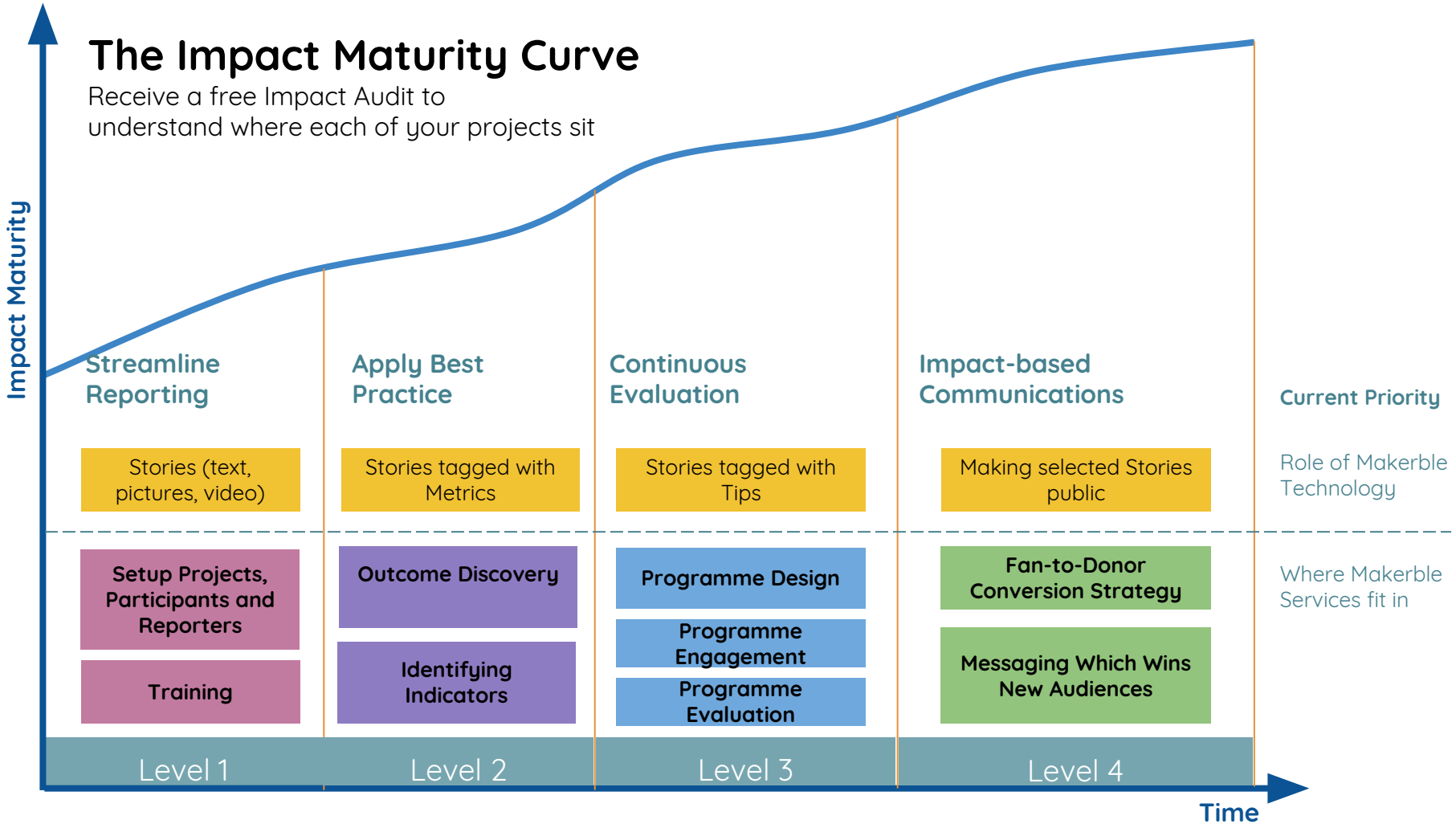
The Impact Maturity Curve

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



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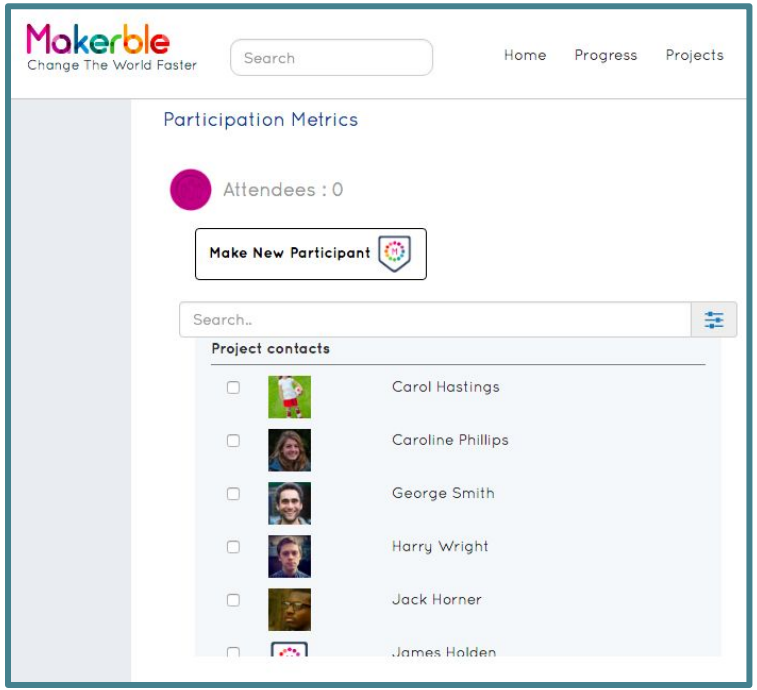
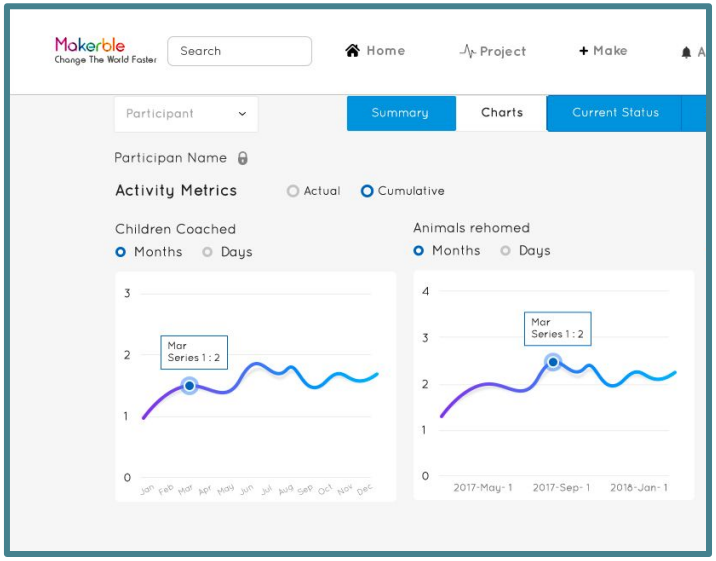
Streamline Reporting

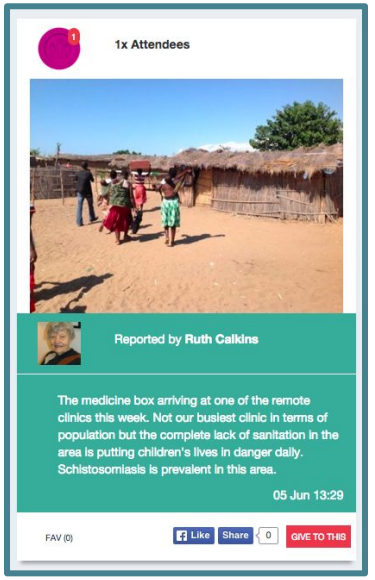
Apply Best Practice

Learn from & Maximise Impact

Use Impact Data to Increase Revenue







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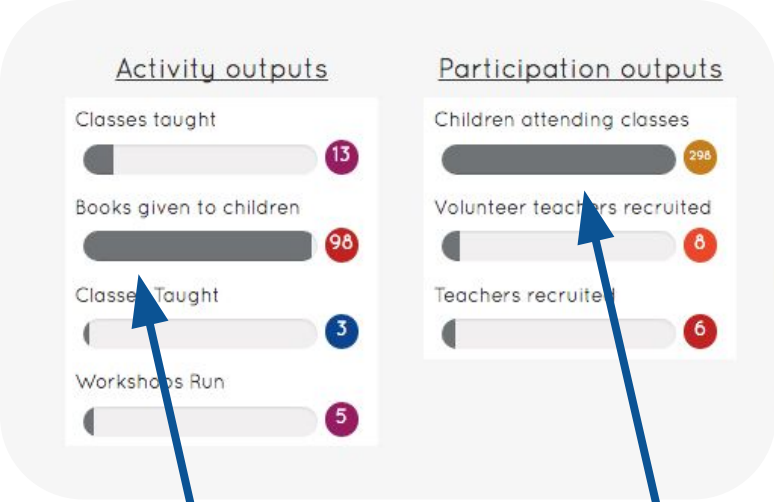

Number of each type of activity you provide

Number of people engaged in each activity

"Outputs"

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Streamline Reporting

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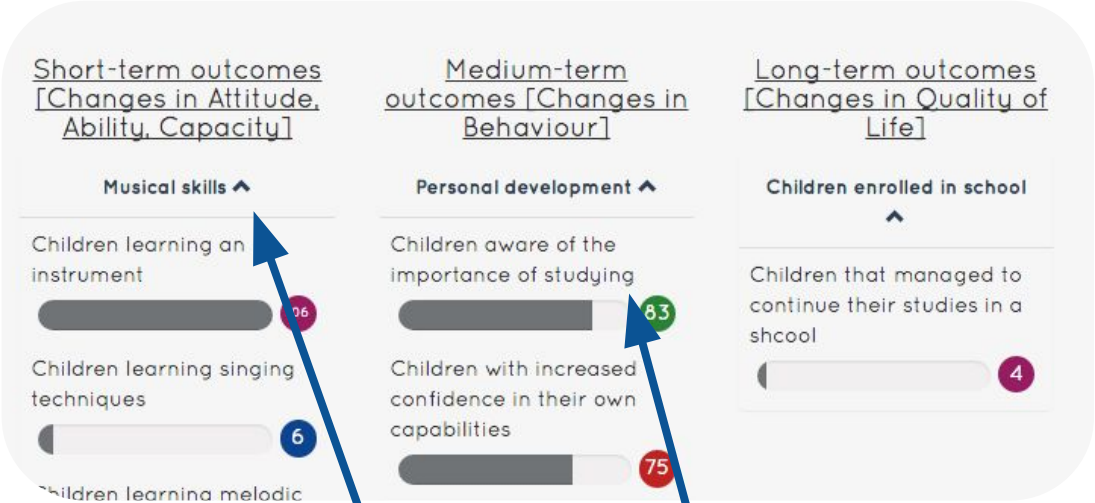
“Outcomes”

“Indicators”



The difference you make to people’s lives

Things which indicate whether a difference has been made

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Streamline Reporting

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Use Impact Data to Increase Revenue

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

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Streamline Reporting

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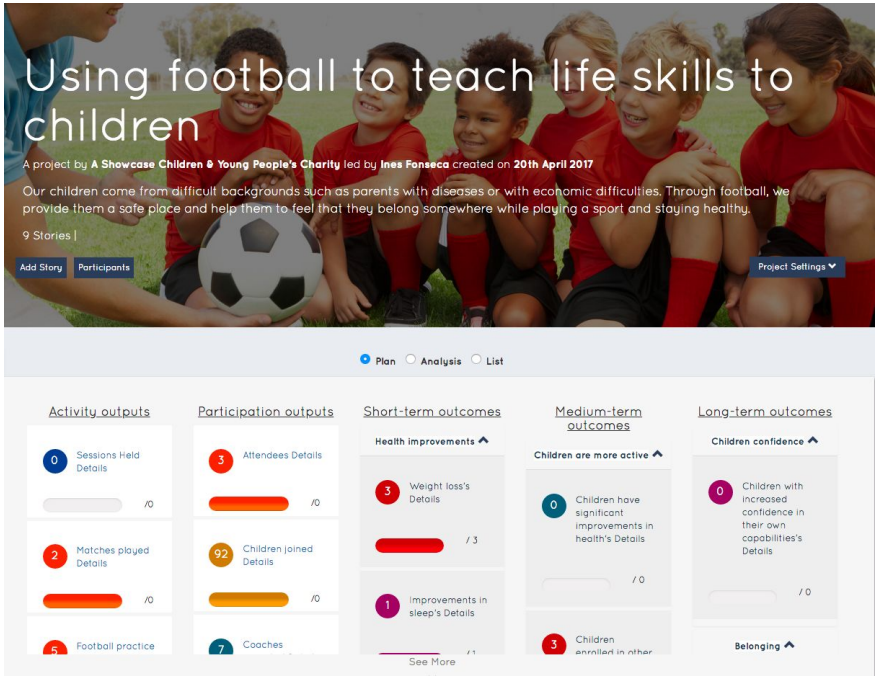
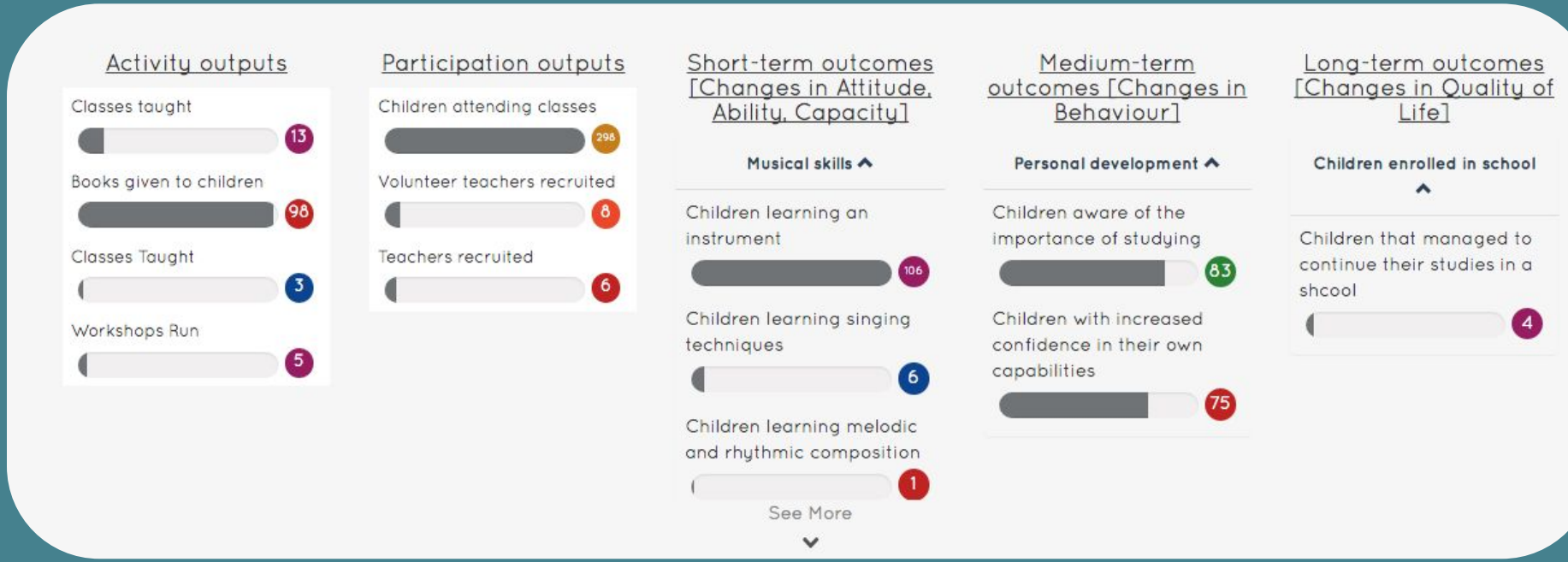
"70% of beneficiaries went from showing their children affection once a week to showing their children affection every day over the course of the programme"

STREET LEAGUE



A practical Theory of Change



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

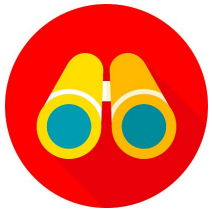
Things which indicate whether a difference has been made

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

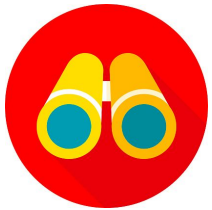
7 QUESTIONS TO ASK WHEN PLANNING YOUR PROGRAMME'S IMPACT MEASUREMENT

Beneficiaries

Whose lives are you making a difference to?

Outcomes

What are the differences you are making?



Observers

Who can confirm whether these differences are being made?

Questions & Indicators

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

Frequency

When will you get these people to do this?

Storage

Where will their answers be stored?

Reports

How will you analyse your results?

Choose Your Preferred Level Of Detail

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** ● Attitudes ● Beliefs ● Knowledge	**Changes in what people Do** ● One-off achievements ● Habits ● Policies (organisations)	**Changes in what people Have** ● 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		Changes in Behaviour	Changes in Quality

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

OUTCOMES

1 2 3 4 5 6 7

Involve Your Team

ANECDOTAL

EXPERTISE

Involve Beneficiaries

INTERVIEWS

FOCUS GROUPS

Look Externally

USED IN THE SECTOR

REQUESTED BY FUNDERS

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

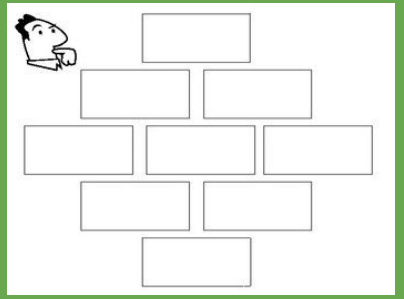
INTERVIEWS

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



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

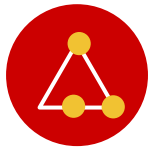
Likert Scale

Strongly Disagree | Disagree | No Opinion | Agree | Strongly Agree

QUESTIONS PRINCIPLES

Before and After

Fair. Not 'Leading'



Triangulation

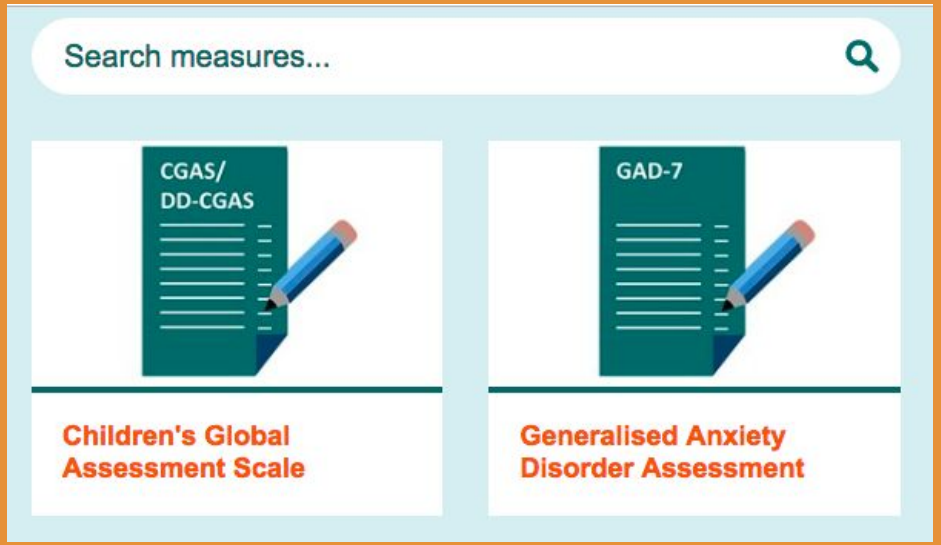
Observable. Not Subjective

Subjective	Objective
How affectionate to your children are you?	How many times do you hug your child? How many times do you compliment your child?

INDUSTRY-RECOGNISED SURVEYS

Inspiring Impact Resources Hub

CORC: Child Outcomes Research Consortium website



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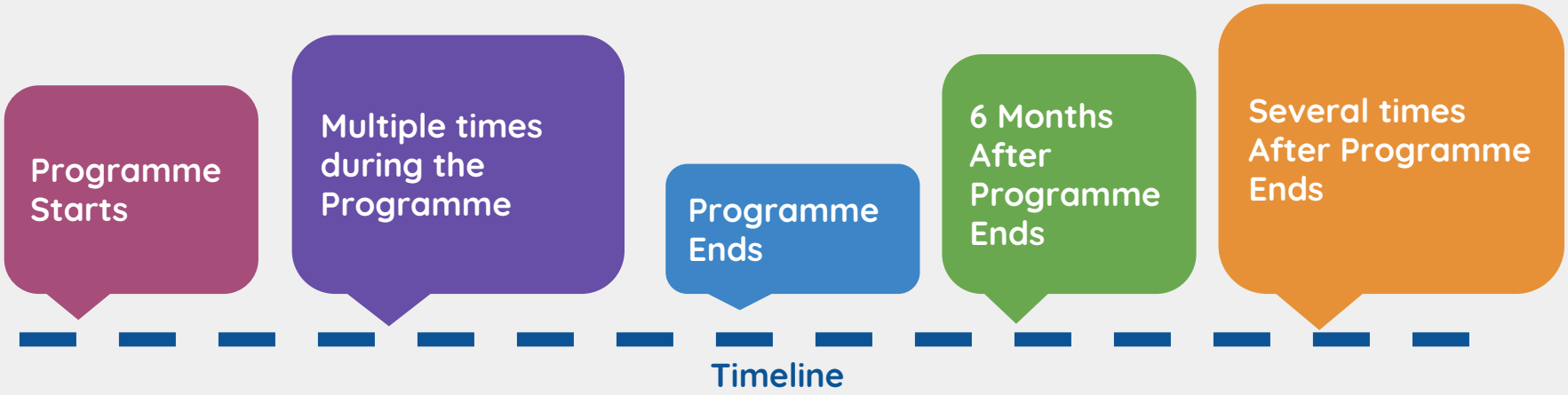
FREQUENCY

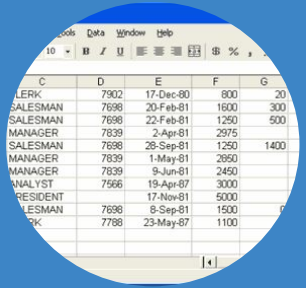


STORAGE

USEFULNESS AS YOU GROW

IN PEOPLE'S HEADS

ON PIECES OF PAPER



	C	D	E	F	G
	LERK	7902	17-Dec-80	800	20
	SALESMAN	7698	20-Feb-81	1600	300
	SALESMAN	7698	22-Feb-81	1250	500
	MANAGER	7839	2-Apr-81	2975	
	SALESMAN	7698	28-Sep-81	1250	1400
	MANAGER	7839	1-May-81	2850	
	MANAGER	7839	9-Jun-81	2450	
	NALYST	7566	19-Apr-87	3000	
	RESIDENT		17-Nov-81	5000	
	LESMAN	7698	8-Sep-81	1500	
	RK	7788	23-May-87	1100	

IN SPREADSHEETS

IN ONLINE SURVEYS

IN ONE PLACE

EFFORT REQUIRED TO GET STARTED

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

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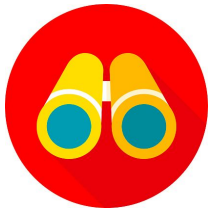

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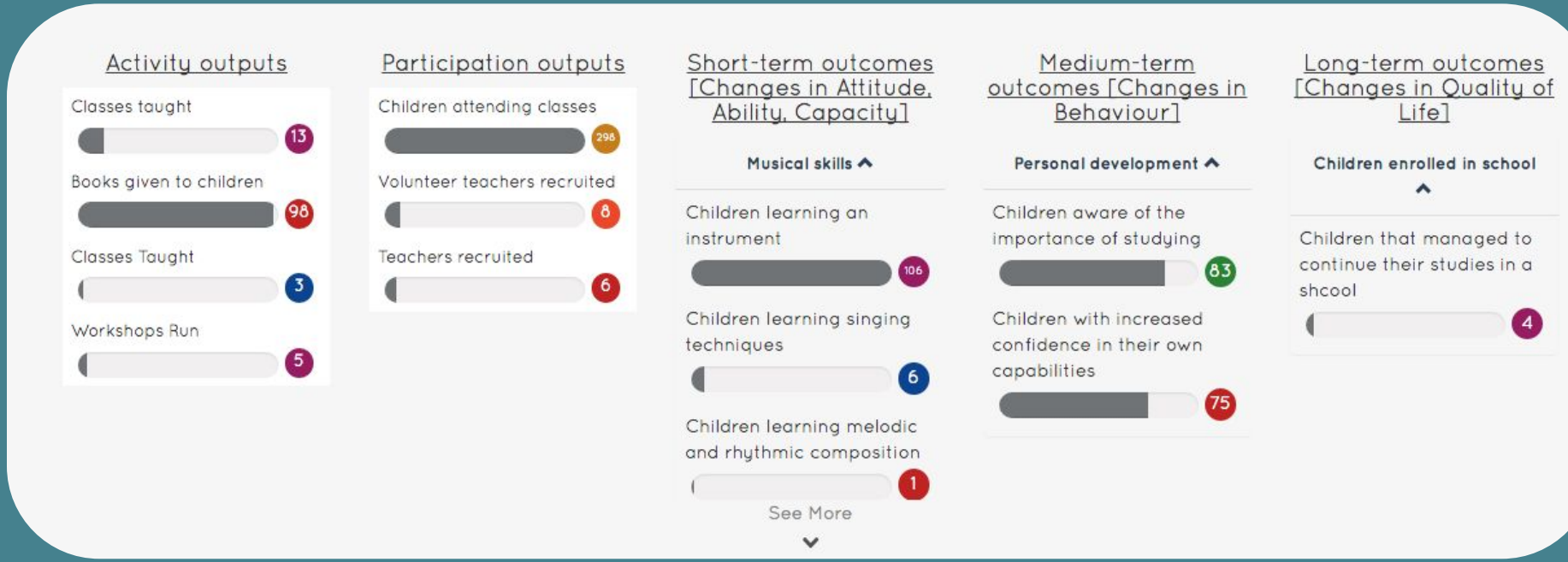

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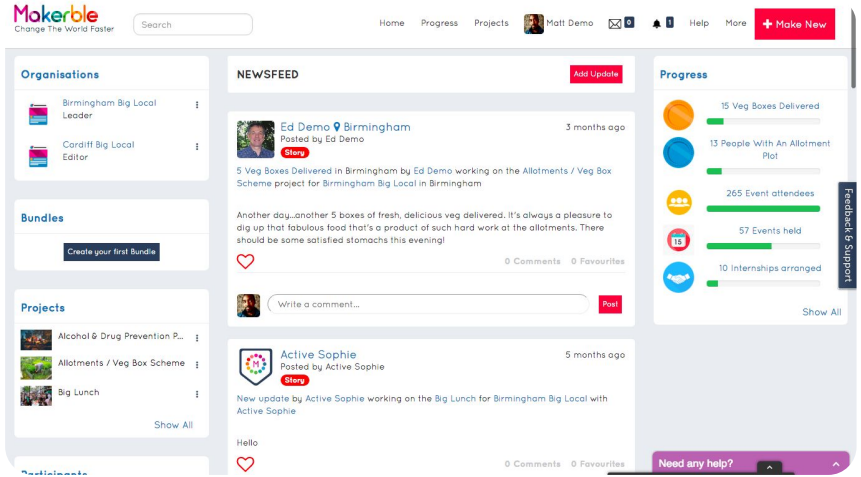
Organisations use our **Impact CRM** platform to track and communicate data across their Theory of Change

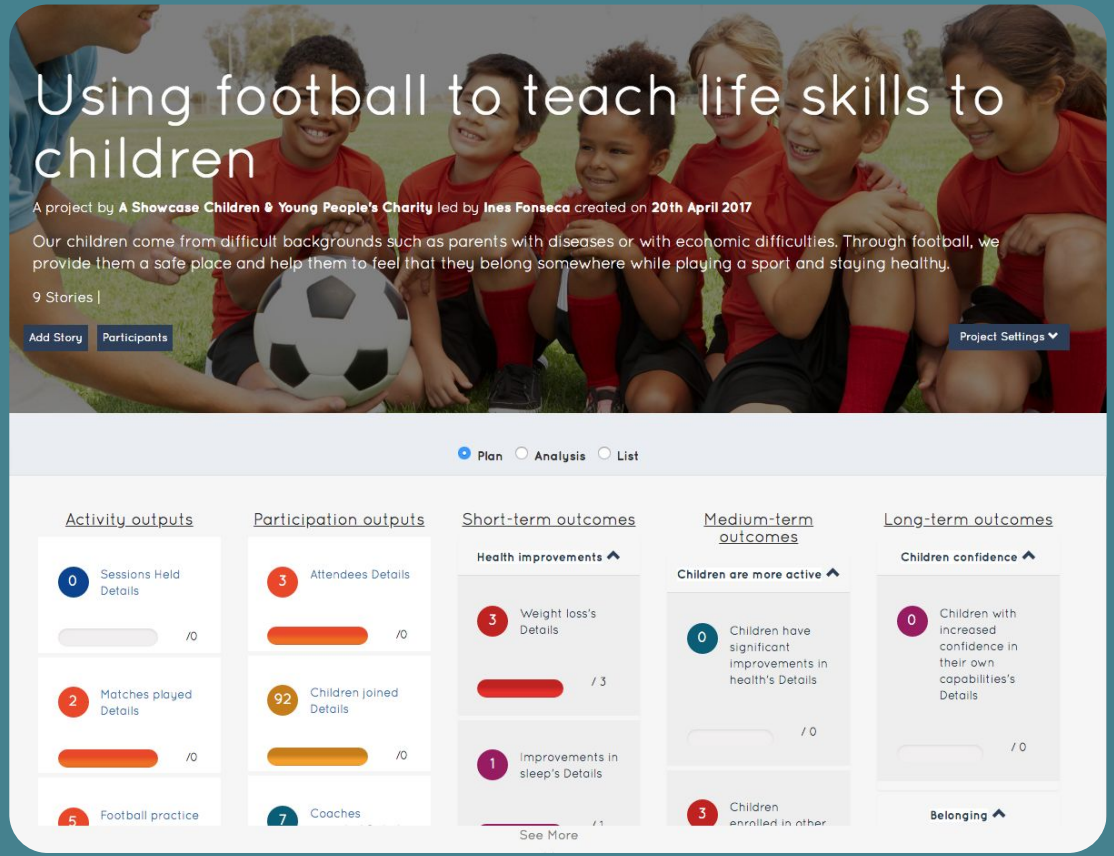


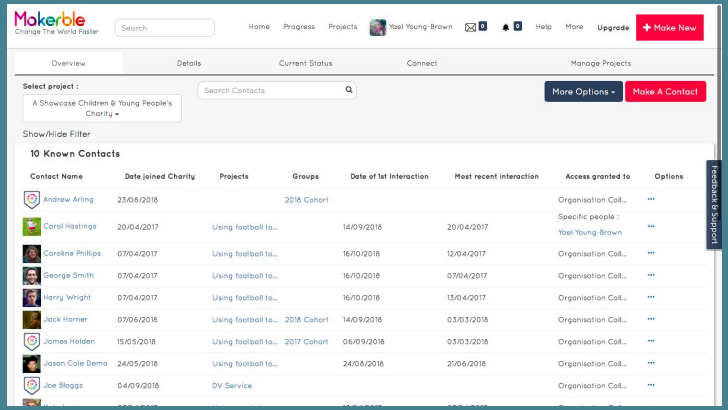
1. Add your own outcomes and indicators
2. Create your own surveys
3. Add existing surveys
4. Produce reports
5. Share case studies
6. Collect donations

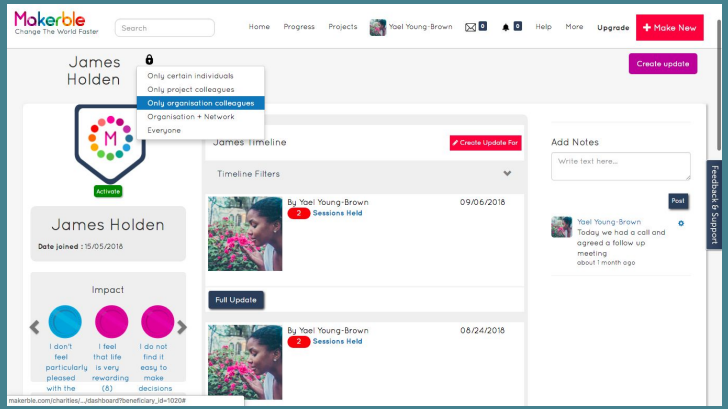
Prices start at £1/month

Create an account on www.makerble.com

Makerble® **Impact CRM**







Twitter: @makerble @mattkepple

Thank You

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