



Top Tools for Impact



superhighways
harnessing technology for community benefit

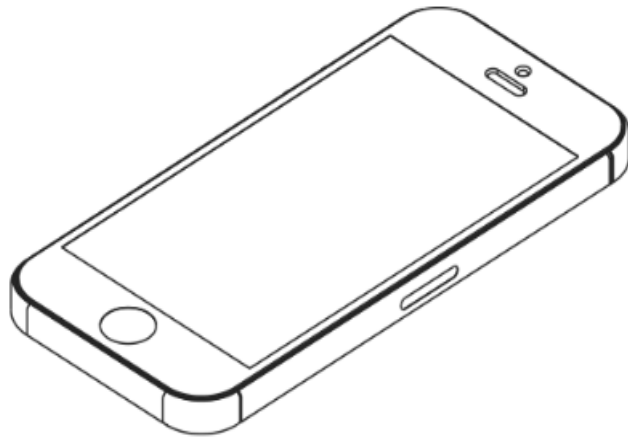
about Superhighways....

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ Training
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
- ✓ Datawise London
- ✓ E-news sign up <https://superhighways.org.uk/e-news/>



Go to www.menti.com and use the code **51 40 13**



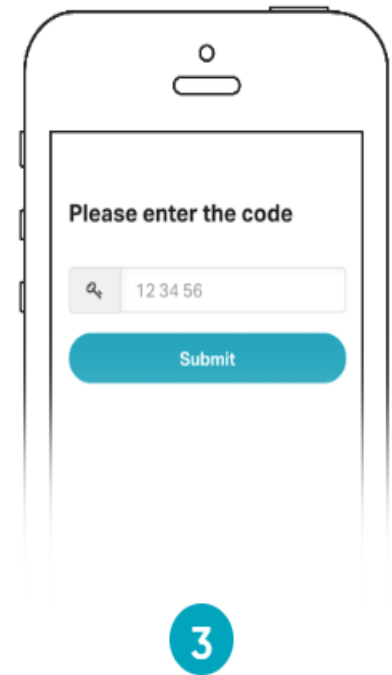
1

Grab your phone

www.menti.com

2

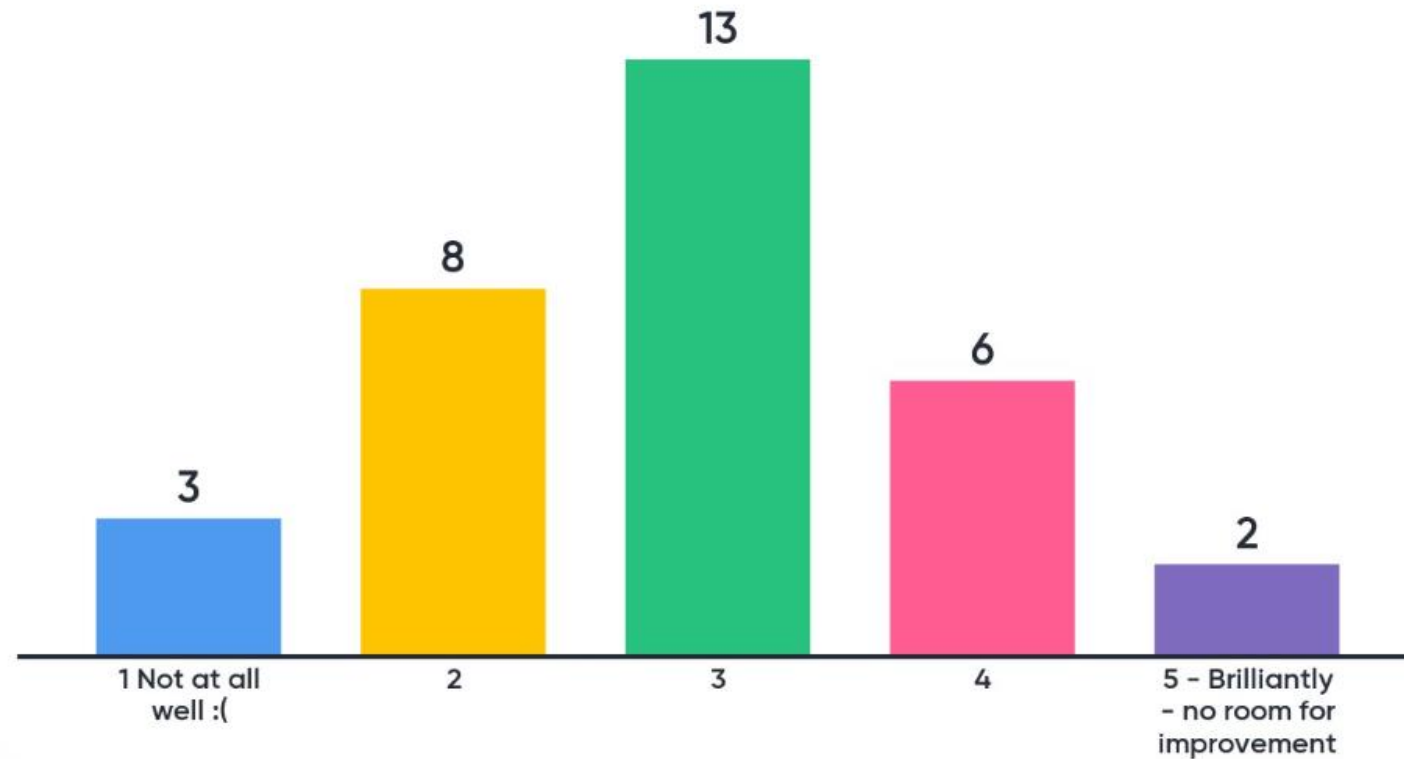
Go to www.menti.com



3

Enter the code **51 40 13** and vote!

How well do you think you are capturing the impact of your project?



Types of data

User data

Asks: demographics, characteristics, reason for coming service

Establishes: your target audience, who you are serving

Engagement data

Asks: how people engage, frequency, why they stop

Establishes: the extent to which people use your services and how

Service data

Asks: what they liked / didn't like, why, what they would change, what is special

Establishes: whether users are satisfied and your service is working as intended

Outcome data

Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long term impact on people's lives

Levels of evidence

Credibility



Basic

Advanced





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



“Where do I start?”



Making the most of Excel..

- Sorting & Filtering
- Conditional formatting
- CountIf
- Pivot tables

*"I believe very strongly that charities benefit from investing in upskilling their workforce around IT and **Excel** is a fantastic tool:*

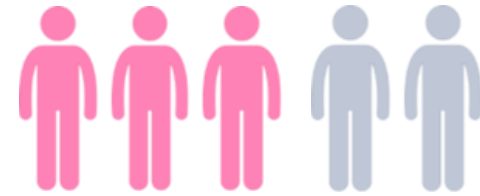
- *Cheap to build*
- *Easy for staff to learn*
- *Fun to use!*
- *Great for reporting!*
- *Easy to analyse trends*
- *Give us confidence we know our project"*



“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



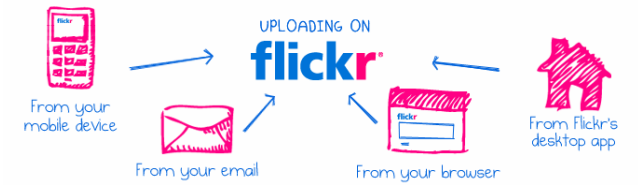
Storytelling essentials



Images tell a thousand words...



flickr™



Audio interviews – giving people a voice



The screenshot shows the audioBoom website interface. At the top, there is a navigation bar with 'audioBoom', 'Browse', and 'Store' on the left, and 'Sign up', 'Login', 'More', a search icon, and a red notification dot on the right. Below the navigation bar, there is a header for the current page with 'Activity', '13 Posts', '0 Likes', and '1 Playlist'. The main content area features a profile for 'KingstonCYPNetwork' on the left, which includes a profile picture of two children, the name 'KingstonCYPNetwork', the description 'Kingston Children & Young People's Network', and a bio: 'A peer learning network of community organisations working with children, young people and families focused on local and national developments in policy and practice, including safeguarding and child poverty. Organised by Kingston Voluntary Action. Kingston-upon-Thames http://www.kva.org.uk'. To the right of the profile is a grid of audio posts. The top post is titled 'Small Charity Week' with a colorful logo and a 'Share Embed' button. Below it are three audio posts: a woman smiling, a post titled 'THE PARENTS PLACE' with a colorful mosaic background and the text 'A volunteer talks about Parent's Place', and a young man with curly hair titled 'Max Hamilton: a young ambassador for Expre...'. Each post includes a play button, a waveform, and 'Like' and 'Playlist' options.





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







Over to you!



How will / has
your project
made a
difference?

Infographics for impact



Piktochart



easelly
create and share visual ideas online



CROYDON NEIGHBOURHOOD CARE

THE PROBLEM: Raise awareness of Carers Week, and activities to support carers across the Borough.

THE SOLUTION: Give carers a voice by collecting Audioboom interviews.

“

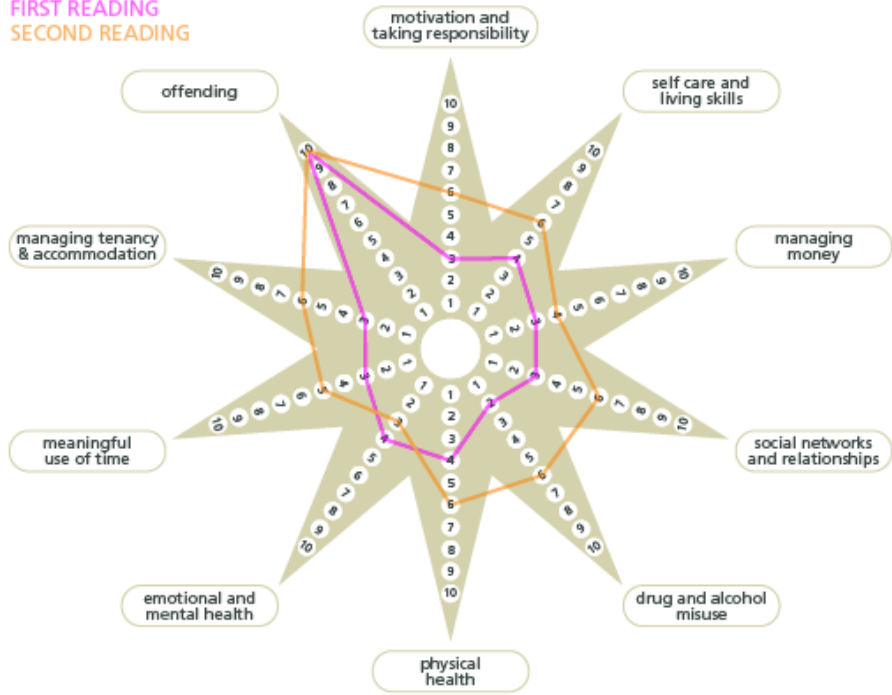
Appreciate your support in helping to move us forward in the new ways of capturing information & outcomes.

It's going to be good!

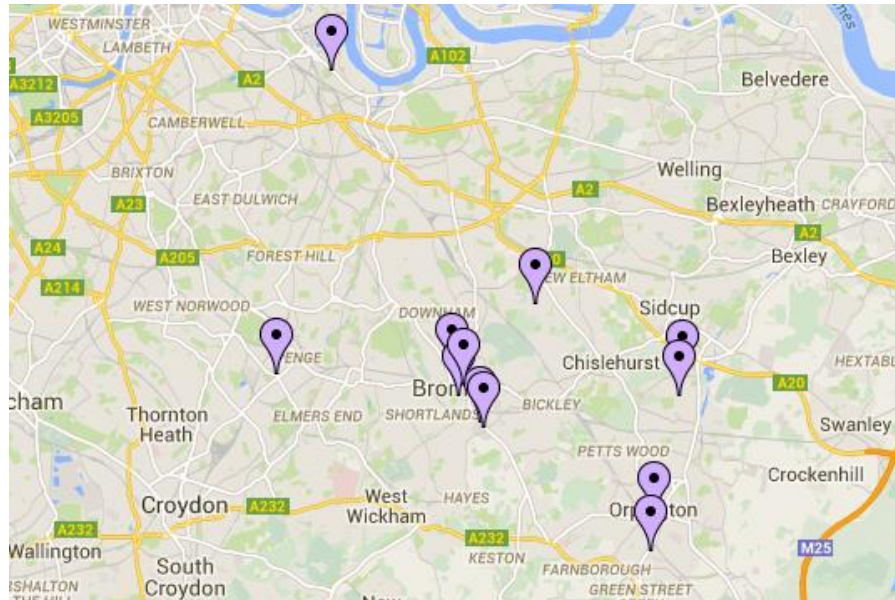
”

Donna Richmond
Befriender Co-ordinator

FIRST READING
SECOND READING



The Outcomes Star - Homelessness version



OCTOBER '14

at the Riverside Centre



You don't need feature films...

South London Cares

Like This Page - 8 February

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share





Improving use of data by small local charities and community organisations, leading to better shaping of services to meet the needs of Londoners.

<http://bit.ly/datawiselondon>

Our mission at Datawise London is to help you unlock the value of data.



New partnership 2 year programme



COALITION
— FOR EFFICIENCY —



Makerble

london plus

DataKindUK



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