26 Nov
(Your place)

impact aloud

2020

Plenary: Lockdown Stories

Stories for change during crisis

Giving a platform to unheard voices has never been more important than during the pandemic.

Jude Habib from Sounddelivery introduces us to small charities that are bringing people together to create change - through the power of stories.

Masterclass

Creating scroll stopping social media using psychology
James Armstrong, Digital Firefly

The average UK social media user spends 1 hour 50 minutes scrolling through their feeds each day, and that was before a national lockdown! How are you supposed to get them to pay attention to you?

Join this session to learn why the likes of Facebook and Instagram are so popular, and how to get users to stop scrolling and engage with your content. You'll also get tips on what's working now, have the opportunity to brainstorm your own content and get answers to your most pressing social media questions.

Masterclass

Introduction to Storytelling Evaluation Methodology
Sarah Cassidy, Old Fire Station

What if instead of setting outcomes to measure against, we decided to let those we work with identify outcomes for themselves by telling us a story? What changed for them? How did it happen? Why is it important?

Join the Old Fire Station for an introduction to their creative, participatory storytelling methodology that even led them to re-writing their mission statement! Includes a guide to using the approach yourselves.

Masterclass

Londoners Stories for Engagement and Decision-making
Hannah Goulding, Greater London Authority

Ever wondered how the stories you hear can be translated in a way to impact your decision-making? At the GLA we've tried and tested various different methods to collect Londoners' stories and insights to inform the work we and others do.

Join us to hear about the range of methods we've used to collect stories and insights and how these various creative outputs have been used to inform decision making.
We'll also give ideas as to how you can use these insights as evidence for your own work and how you can adapt and use the methodologies shared.

Masterclass

DIY Tabletop Animation for Video Storytelling
Tot Foster, Film Producer

Video is the art of telling a story through image and sound - but what if you don't have enough photos or actual video footage? Tabletop animation, using simple tools and techniques (remember paper?) can help you bring your vital stories to visual life.

This workshop will give you tips for creating your first short animation using simple tools and techniques.

Masterclass

Introduction to Organisational Storytelling
Ben Payne & Gerald Richards, B&G Partners

Based on their own experience of leading and running two education nonprofits, one in the US and the other in the UK, Gerald Richards and Ben Payne provide an introduction to how to tell a better story about the impact of your organisation.

Masterclass

I Am Me: Equalities Data for Everyone
Bonnie Chiu, The Social Investment Consultancy & Christine Goodall, HEAR Equality and Human Rights Network

Why do we collect equalities data? And how are we using it? This workshop asks us to consider the complexity and nuances of people's lives and identities, and intersectionality - where identities overlap - when gathering and using data in our everyday work.

All through game play!

Masterclass

Knowing what works:
Simple techniques for impact assessment
Shehnaaz Latif, Charities Evaluation Service, NCVO

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 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.

Masterclass
Emotion pictures: making more of video for your charity
Howard Lake, UK Fundraising

You've known for ages that video matters in terms of getting noticed online, showing your impact, and enabling people to tell their story and yours.

It's time to unmute your video skills and be guided through the latest free/low-cost tools that will help you achieve more with video. Digital tools that will improve your video meetings, online training, supporter feedback, and storytelling. And tools that make video creation and editing more automated and a whole lot easier.

Masterclass

How to choose the right CRM or database
Lindsay Hodgson, Catch Impact & Alice Linell, Superhighways

To unlock the value of our data, we need the right tools to easily store, organise and analyse it. Then we can make data informed decisions to shape future services and influence change.

Join this session to learn more about the best process for deciding and implementing a fit for purpose system that's right for your organisation, sharing tips from peers who have already taken this step. We'll also highlight a range of low-cost and affordable systems that work for small charities and community organisations.

Masterclass

Using digital marketing to share beneficiary stories & impact data
Ben Matthews, empower

With a severe reduction in face to face delivery, organisations are being forced to explore digital channels as a way to raise awareness and create engagement around their causes. But many may be confused about the different digital marketing platforms and what are the best ways to share beneficiary stories and impact data using digital marketing.

This session will help you understand different digital marketing methods, understand potential methods of sharing beneficiary stories and impact data to maximise the impact of your digital activity - even with limited time, money or expertise.

Masterclass

Going in circles? Reviewing your data during covid
Kathryn Dingle, Inspiring Impact

We're all having to make tough decisions about our activities and resources. And we need the right information to do it. Reviewing your data is about asking yourself: What data do I have? How is the data being used? Do I really need it? Am I missing anything important?

Join us for a short practical exercise to help you think about what information really matters to help you make decisions – with resources to help you run this again with your team.

It won't be quite like this but we'll try and make it as interactive as we can!

See you there!