

# Sharpening Your Impact

## The key to success



Helping Charities Shine Brighter



FUNDRAISING  
& ASSOCIATES

## **Nova Fundraising & Associates is a fundraising consultancy with a difference...**



- ✓ **SMALL CHARITY EXPERTS:** We understand you. Small charities and community impact bodies are our specialty – particularly creating start-up fundraising functions
- ✓ **YOUR CAPACITY IS OUR FOCUS:** Empowering charities from 'within' - Nova is dedicated to building YOUR skills, capacity and resilience
- ✓ **DELIVERY PLUS:** Not just advice or consultancy – but hands-on and practical – we can do it for you
- ✓ **TAILORED:** Adaptable, available and on your wavelength

*“Nova Fundraising were exactly what we needed!” Hazel Flynn, Chair of Waterloo Community Counselling*



# Who we are:



@EJLow99

## **Emma-Louise Singh MCIOF (Adv Dip)**

**Co-Director, Nova Fundraising**  
Trainer, Institute of Sustainable Philanthropy; Trustee for Universities Federation for Animal Welfare and Humane Slaughter Association



@emmalouiserob

## **Emma Low MA MCIOF (Dip)**

**Co-Director, Nova Fundraising**  
Trustee, Youth Concern Aylesbury;  
Trustee, Vision Care for Homeless People

# Workshop Content Today

**Aim:** To sharpen your skills and knowledge on demonstrating the impact your organisation is making.

- 1. Learn** about different approaches for measuring and communicating impact.
- 2. Gain** practical tips and tools to effectively present their impact to stakeholders.
- 3. Network** with others - connect with individuals working in similar fields and share experiences.

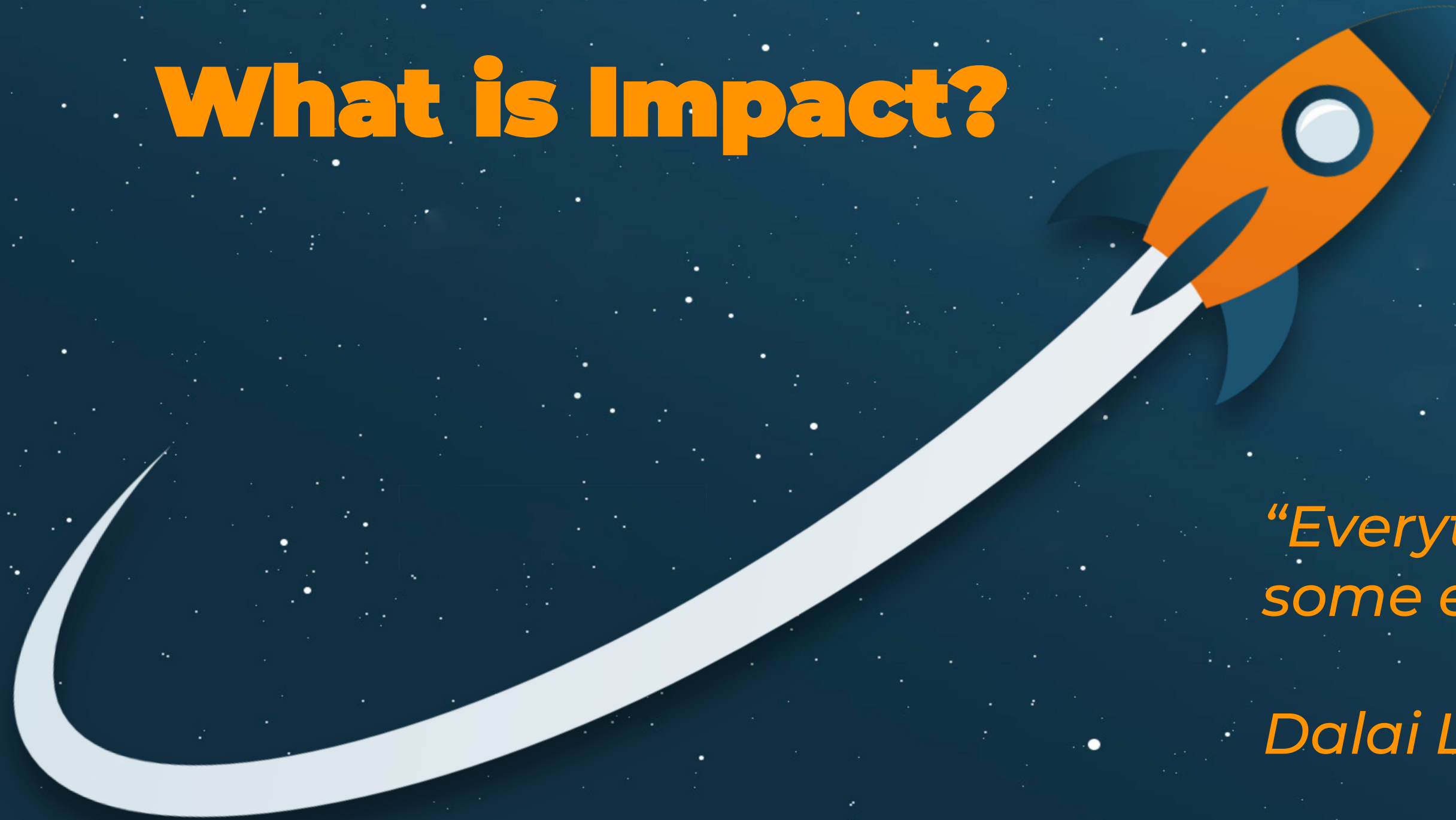


**Why are  
you here today?**

**What are your hopes  
from this session?**



# What is Impact?



*“Everything you do has  
some effect, some impact.”*

*Dalai Lama*

# What are you hoping to change?

**What is your mission?**

**How will you know if you have done a good job?**

**CHANGE**

**Do you have a set of SMART objectives?**

**Do you have a strategic plan?**

# Why Bother Monitoring, Measuring & Evaluating?

- Know that you are making a positive impact
- Find out if what you are doing any good
- Learn to improve/ adapt your services
- You owe it to your beneficiaries





# OUTCOMES ARE A PIECE OF CAKE!



# Theory of Change

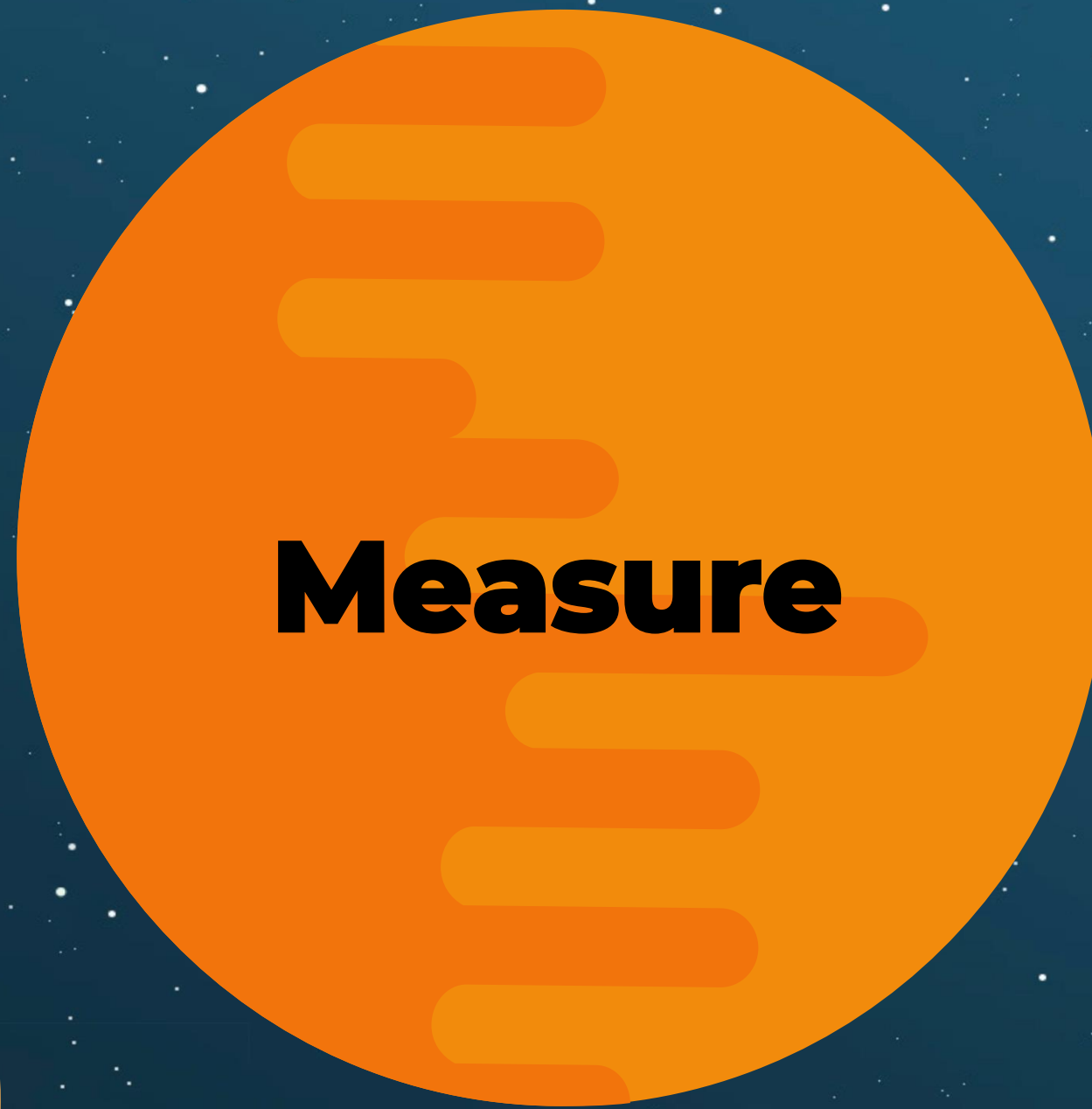
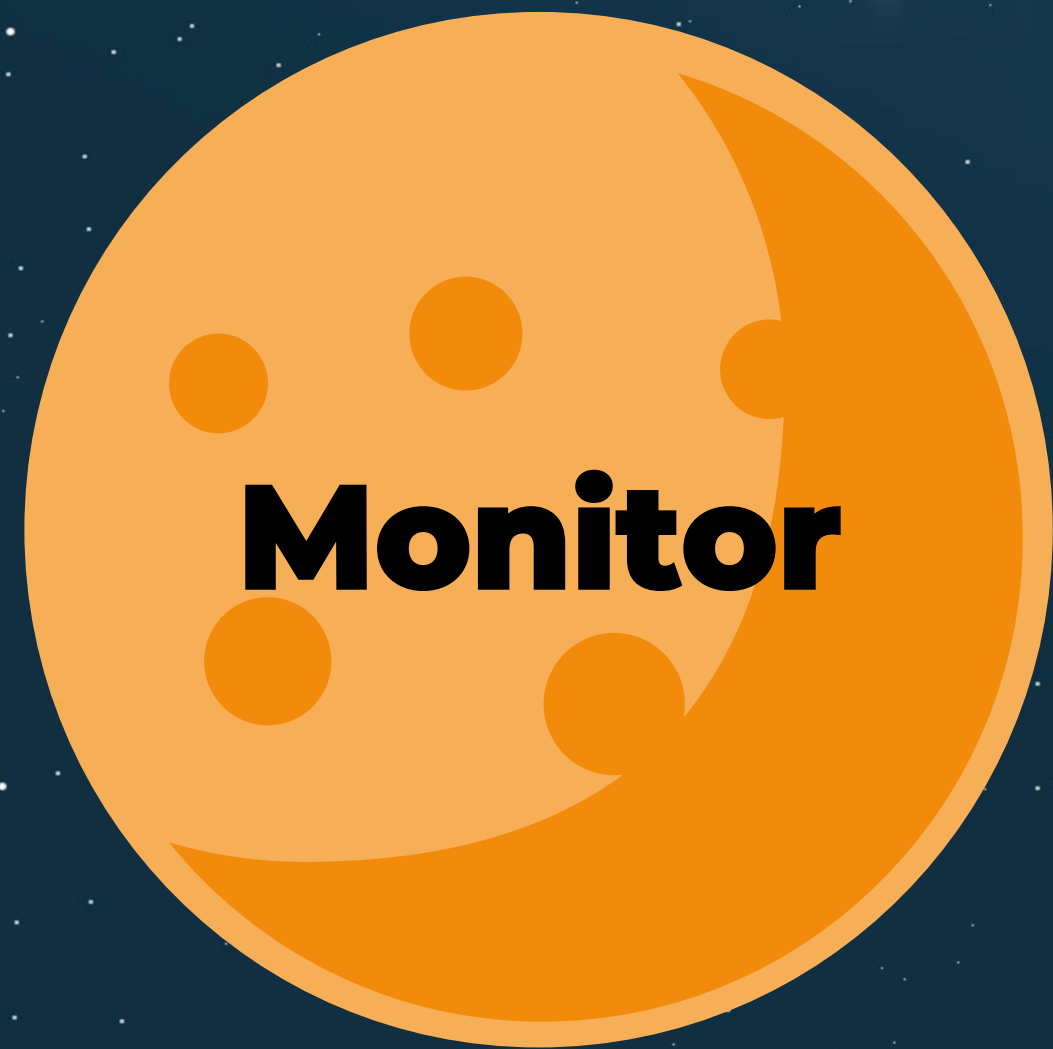
Inputs

Activities

Outputs

Outcomes





A large orange smiley face is centered on a dark blue background filled with small white stars. The smiley face has five orange circular spots for eyes and a wide, curved orange mouth. The word "Monitor" is written in a bold, black, sans-serif font across the middle of the smiley face's face.

**Monitor**

# What is monitoring?

"Observing, checking or keeping a continuous record of something"



- Likes
- Open Rates
- Satisfaction
- Engagement
- Number of service users
- Attendee numbers
- Enquiries
- Conversations had
- Hours of training delivered
- Opt-Ins / Data Collected
- Number who dropped out
- Registration Numbers

**WHAT  
DOES OR  
COULD YOUR  
CHARITY  
MONITOR?**

SO  
WHAT?





# Measure

# What is Measuring?

WHAT  
DOES OR  
COULD YOUR  
ORGANISATION  
MEASURE?

"To ascertain the size, amount or degree of something"

- Facts & Stats & widgets
- Increase in attendees
- Yearly % growth of engagements on website
- Decrease in drop outs
- Reported decrease in feelings of anxiety







SO

WHAT?



**Evaluate**

# What is evaluating?

It means you're a **LEARNING ORGANISATION**

*"The process of judging something's quality, importance, or value"*



- Did the project do what it set out to?
- Did it make a difference to the users?
- Why didn't it go as planned?
- Explain any unexpected results
- What will you do differently and
- What adjustments will you make to services, pilots, partnerships?

**DOES YOUR ORGANISATION EVALUATE AND LEARN?**

**Just because you can  
monitor it doesn't mean you  
should!**



**Be intentional and purposeful in what you are measuring and monitoring**



**To track your journey you must know your destination...**



NEED

IMPACT



<b>YOUTH CENTRE KPIs</b>	<b>Feb-23</b>	<b>Mar-23</b>	<b>Apr-23</b>	<b>May-23</b>	<b>Jun-23</b>	<b>Jul-23</b>	<b>Aug-23</b>	<b>Sep-23</b>	<b>Oct-23</b>	<b>Nov-23</b>	<b>Dec-23</b>	<b>Jan-24</b>	<b>Feb-24</b>	<b>Average last 13 months</b>
<b>Young people (strategic aim 1)</b>														
Attendances	425	445	332	364	337	301	299	422	482	552	385	524	421	407
Unique visitors	128	117	87	106	100	95	81	116	115	141	105	137	124	112
Conversations ( any chat with a young person)	81	164	267	342	268	153	187	125	216	144	115	90	88	172
New Visitors to centre	35	25	12	29	21	24	14	24	26	43	12	35	31	25
<b>Skills Workshop Events</b>														
Number of attendees	2	0	1	1	0	2	0	0	0	0	0	0	0	0
Number of sessions attended	0	0	6	2	0	6	0	0	0	0	0	0	0	1
Number of learning hours	2	2	1	1	2	2	3	1	2	2	2	2	1	2
<b>Collaboration (strategic aim 2)</b>														
Number of referrals from other agencies	5	5	4	3	4	3	3	4	4	5	3	6	9	4

# ACTIVITY

## Using KPIs- an example

- Is what they are measuring helpful?
- What can you tell from the KPI's?
- How might you use these if you were the CEO of this charity



Work in  
pairs



# Tools for MME

# Tools & Systems for Measuring & Monitoring



- Simply Asking for verbally for feedback!
- Targeted Channel Invitations eg social platforms, in newsletters
- Surveys
- Focus groups
- Outcome star
- Feedback forms at end of a service
- Pop ups on website
- Wellbeing measures
- Stories & Case studies



# More information / signposting for MME

- NPC - [www.thinknpc.org](http://www.thinknpc.org)
- Outcomes Star - [www.outcomesstar.org.uk](http://www.outcomesstar.org.uk)
- NCVO - <https://www.ncvo.org.uk/help-and-guidance/strategy-and-impact/impact-evaluation/>
- National Lottery Reaching Communities - <https://www.tnlcommunityfund.org.uk/funding/managing-your-grant/learn-from-your-project/data-and-evidence>
- NFP Research - <https://nfpresearch.com/research/solutions/impact-evaluation>



# Communicating Impact

- Stories
- Pie charts
- Visuals – photos, videos, pictures painted or drawn
- Visits & Meetings & Invitations
- Seeing is Believing
- Meet the beneficiaries
- Volunteer stories
- Endorsements and testimonials/ credibility
- White paper- presenting your findings



119

charities supported in the  
**North West**

2020: 120

81

charities supported in  
**Yorkshire and the Humber**

2020: 79

83

charities supported in  
**Wales**

2020: 79

61

charities supported in the  
**East Midlands**

2020: 73

61

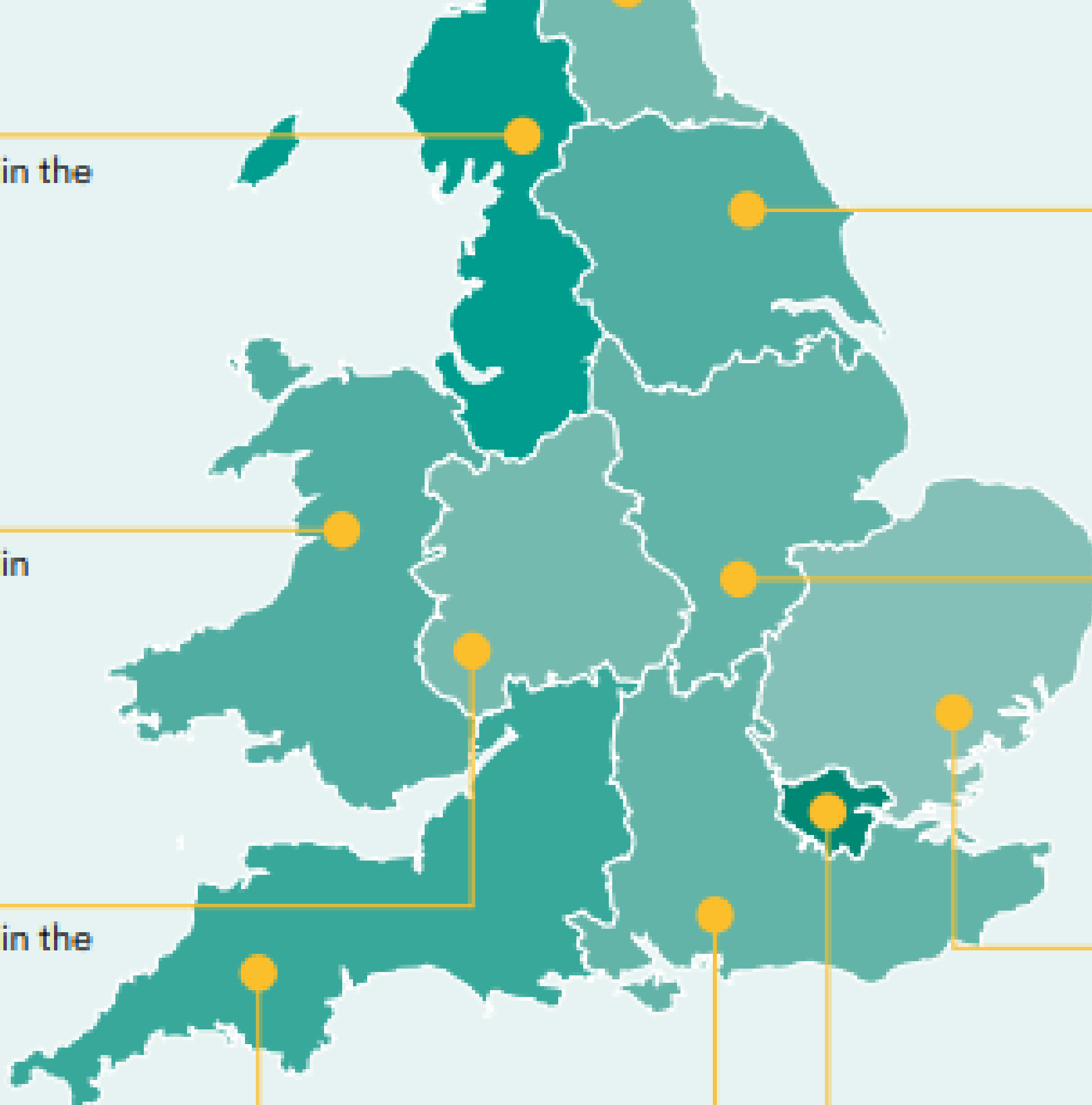
charities supported in the  
**West Midlands**

2020: 67

62

charities supported in the  
**East of England**

2020: 56



00

07

107

**My support person listened and showed warmth, care and understanding. She was confident in her advice and knew exactly what to say.**

“

**Somebody understanding me.**

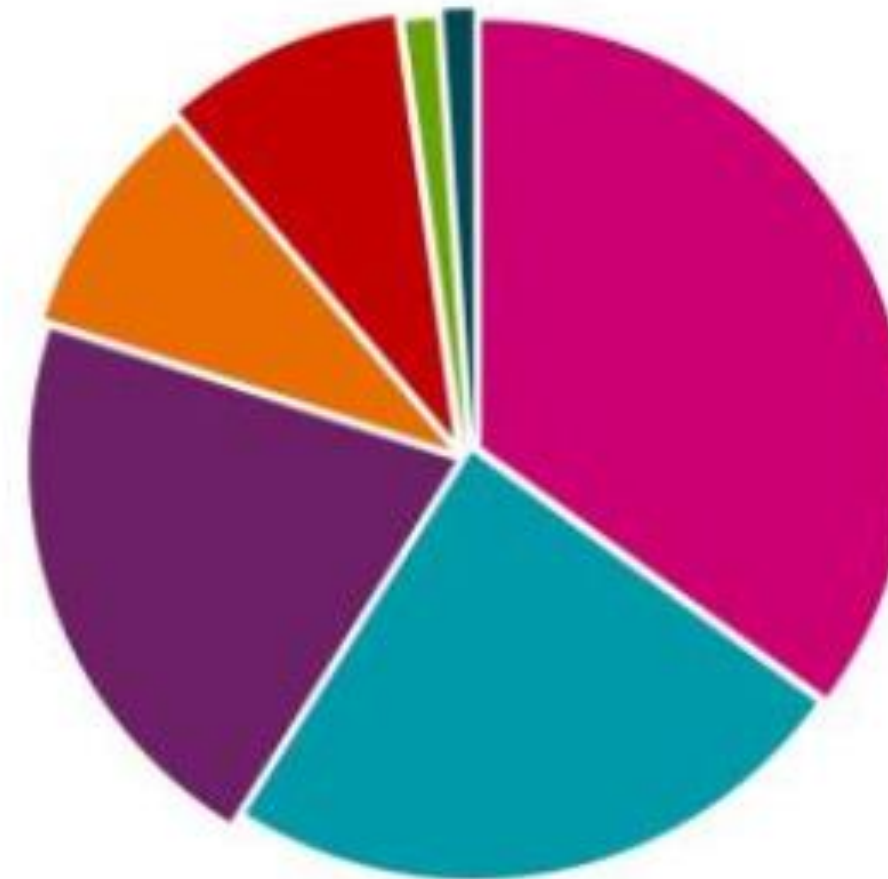
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**Being able to message and chat to someone online out of office hours which is better, especially while grieving. I tend to only contact people later in the evening if I can.**


## Responding to the Cost-of-Living Crisis

### The support covered:

- Preventing hunger
- Suitable clothing
- Access to warm spaces
- Access to safe and working appliances
- Increased safety
- Access to health related appointments
- Access to employment



We helped families by preventing hunger, providing suitable clothing, access to warm spaces and more.

A top-down photograph of a diverse group of people sitting on the floor with their hands stacked in a circle, symbolizing teamwork and unity. The image is partially obscured by a semi-transparent white box containing text.

**What do you want  
people to feel when  
they hear/ see/ read  
about your impact?**



# Platforms and methods for sharing impact



**Thanking**



**Newsletters  
& Emails**



**Website**



**Social  
Media**



**Grant  
reports**



**Events**

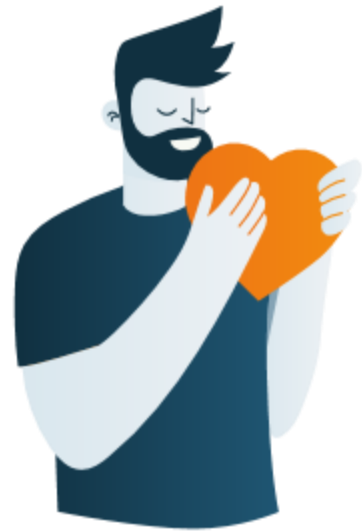
# Summary:

## Top Tips for good impact reporting

1. Draw the reader in with a clear context eg date/period; volume; scope; size; specific.
2. Focus on a few simple overarching impact KEY messages
3. Demonstrate CHANGE & RESULTS
4. Paint a picture through visuals, images
5. Use simple language – steer away from jargon
6. Put yourself in the mind of the audience
7. Get an objective colleague or peer to read it
8. Show what you have learnt / what you will change.
9. Prioritise user voices



# Some free stuff....



- **Regular blogs** published on our website with news, ideas, practice guidance & fundraising for small charities.
- **A free monthly newsletter** sharing top tips, lessons learnt by Nova & Associates and news on skills and good practice.
- **A free monthly open surgery** (usually the 2nd Friday of the month at 11:00am on Zoom) where we invite skilled friends to pop in & share advice, or we bring lessons and guidance from our own fundraising practice.
- **Access to free fundraising templates & materials** posted on the Nova Fundraising website.
- **A free 30-minute trouble-shooting session** bookable by emailing Natasha (the lovely keeper of our diaries!) on [natasha@novafundraising.co.uk](mailto:natasha@novafundraising.co.uk).

# OVER TO YOU



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