Collecting Evidence to Build Your Story
Module 2 Handout

Measuring social impact to build your organisation's story is a critical, and often overlooked, step in your storytelling journey. This handout will help you identify key principles and strategies to capturing important information that will enable you to tell an evidence-based and compelling story of change.

WHY MEASURE SOCIAL IMPACT?

While measuring social impact seems like a daunting task, there are many reasons it's an important step in the storytelling process, including:

1. You can prove your work in having an impact and report back to funders with quality updates
2. You can use the strength of your impact measurement to attract new funders
3. You will have powerful data to embed into your stories
4. Most importantly, you can use your findings to improve your services, leading to improved results for your participants

SEVEN STEPS TO MEASURING YOUR SOCIAL IMPACT

1. **Decide on your overall approach on how to measure social impact and who to involve**

TIP: What is your overall aim and purpose for measuring impact and the policies you will follow in relation to this (i.e. will you share the results publicly)? How will you measure your impact? What resources do you have available? Who will you involve?

2. Decide which outcomes you wish to measure

TIP: What is your theory of change? Is there a particular program, geography or beneficiary group you want to focus on? Which information best relates to the change you want to see? This will help determine the data you collect.

3. Decide what indicators you want to use

TIP: Remember, an indicator is a clue that a change has happened or will happen, and to what extent. Will you select existing indicators (from resources such as this one) or develop new indicators? It's important to consider whether an indicator will work in your specific context. Make sure your indicators are specific, measurable, attainable, relevant and timely.

4. Plan your data collection method

TIP: Will you be collecting against qualitative or quantitative indicators? What data are you already collecting that you could use?

5. Develop data collection tools

TIP: There is a range of data collection methods you can use, including surveys and questionnaires, structured and semi-structured interviews, and tailored client assessment tools.

6. Collate and manage your data

TIP: You can collate and store your data in a simple spreadsheet, it's important to keep it in one central repository so it can be easily analysed and used. Make sure you keep information about beneficiaries secure.

Below is an example outcomes measurement spreadsheet to help you track your data:

Outcome number	The name of the outcome	The indicator	Questions you will ask to get information about the indicator	The person you can ask that question of	The data source (such as the survey or the government records)	Comparable data source	Frequency with which you will gather the data	How the data will be stored
1	Parents are more confident	Parents speak more frequently in class	How often in the past month did participant X share their experiences with the group?	Program facilitator	Staff survey		Once per month	Spreadsheet: "Parenting Program outcomes data; Sheet 2"
2								
3								

7. Learn from and use your data to reveal insights and make decisions

TIP: Learn from the data to improve activities and services. Where are the gaps? Where could you form potential partnerships to fill these gaps? Set up a working group to go through the data and find interesting stories to share; this is an important step for your storytelling.