Next Steps:

Scaling Up
Your Impact

Curio 412

SOCIAL SECTOR CONSULTANCY

Carolyn Keller

- Purpose-driven consultant
- Award Winning Entrepreneur and Community Leader
- Serving nonprofits for nearly a decade
- Chronic Volunteer

What is impact?

Why does it matter?

Understanding and measuring impact is no good unless you utilize it strategically to:

- Drive objective and goals
- Set a baseline for tracking and scaling success
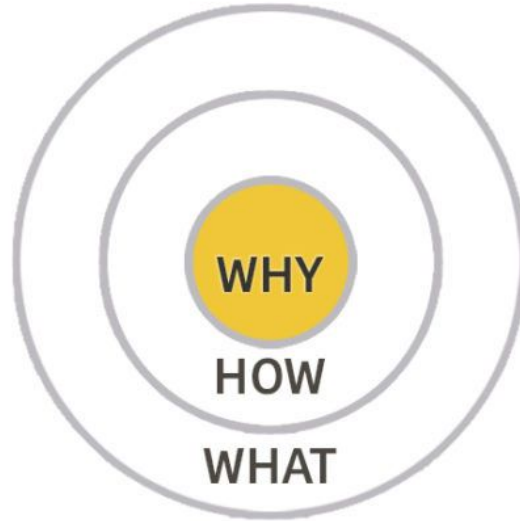- Cultivate support from stakeholders

Your Why

Two questions:

1. What is the specific contribution your organization makes to the lives of others?

2. What does your contribution allow others to do or be?

Act, Think & Communicate - from the INSIDE OUT

WHY - your Purpose
Your motivation. What do you Believe?

HOW - your Process
Specific actions taken to realize your WHY.

WHAT - your Result
What do you do? The result of WHY. Proof.

Do you track your organization's impact?

Measuring What Matters

Think outcomes!

Outcomes: the result we want to achieve or the conditions of well-being that we want.
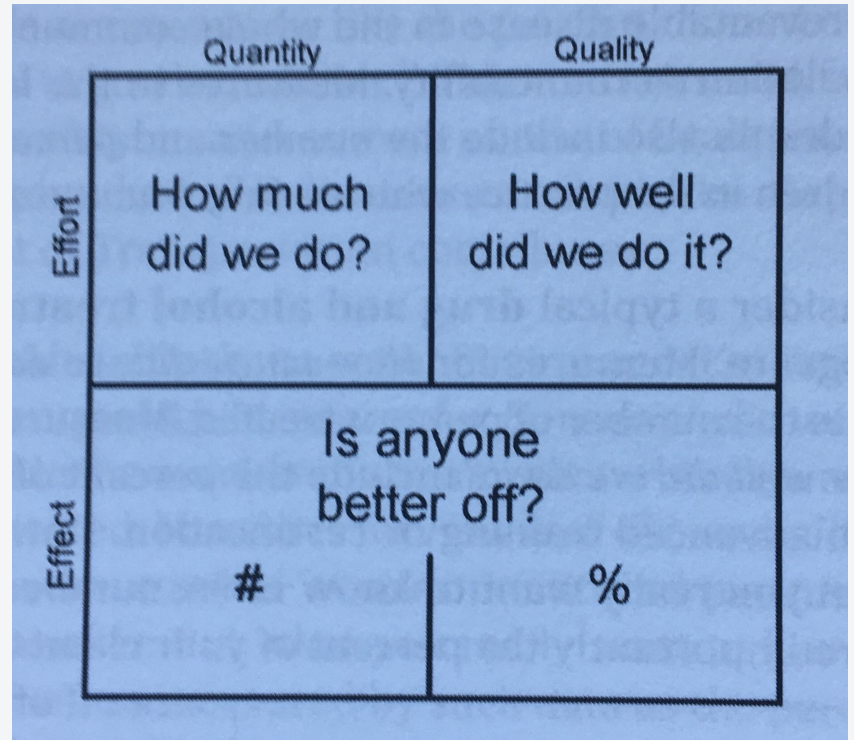
Ask 3 Questions...

Measures help us know if our programs are working.

Measures ALWAYS answer three questions:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?

A Closer Look..

How much did we do?

Customers served
(by customer characteristic)

Activities
(by type of activity)

How well did we do it?

% Common measures
Workload ratio, staff turnover rate, staff morale, percent of staff fully trained, worker safety, unit cost, customer satisfaction: *Did we treat you well?*

% Activity-specific measures
Percent of actions timely and correct, percent clients completing activity, percent of actions meeting standards

Is Anyone Better Off?

Skills / Knowledge

Attitude / Opinion

Behavior

Circumstance

% Skills / Knowledge

% Attitude / Opinion
including customer satisfaction: *Did we help you with your problems?*

% Behavior

% Circumstance

Examples:

Fire Department

Number of responses	Response time
Number of fires kept to the room of origin	Percent of fires kept to the room of origin

Education

Number of students	Student-teacher ratio
Number of high school graduates	Percent of high school graduates

Indicators of Impact

The most important measures that demonstrate something about the results we want to see.

Indicators should:

1. Communicate well - anyone who sees them should understand their importance.
2. Represent something of central importance to the result you want to achieve
3. Be a reliable and consistent source of data

How Do You Collect Data?

For impact data to be useful it must be:

- Reliable
- Consistent
- Timely

Tips to Simplify Your Data Collection

1. Set clear objectives
2. Determine what types of data you need
3. Establish a process (Who? What? When?)
4. Store data in a central location
   - KPI Dashboard Template
   - Google Data Studio

Telling a Powerful Story

Incorporate data-driven stories where your stakeholders can see your impact:

- Marketing
- Donor & Board Communications
- Soliciting Corporate Support

*Tools: Piktochart; Canva

772 Active and Engaged Members

694 Renewing Members
78 New Members
77 Student Members

90 Members supported by exclusive benefits

Opportunities to Connect

60 events In-Person Networking

140 events Virtual/Hybrid Networking

Strong and Growing Presence

Annual Follower Growth

in **34%**

f **45%**

15%

More people wanting to connect and engage with the Chamber community

Social Media: Month at a Glance

24.5 K Post Reach

4,694 Post Engagements

75 New Followers

7,000 Google searches for the Chamber in a typical quarter

Corridors E-Magazine

557 Website Views

Average open rate: 23% Industry average is 19.08%

Average Click-thru rate: 19% Industry Average 7.78%

Building Service and Resilience

Tri-County Growth Collaborative

Butler County GROWTH Collaborative

BUTLER COUNTY

COMMUNITY DEVELOPMENT CORPORATION

Pittsburgh North

CRANBERRY

BEAVER COUNTY

Virtual Job Fair

50 Employers

275 Job seekers

Bringing the Community Together

17 Events

71 Participating Vendors

Over **7,000** People connected to local businesses

$52,205 total sponsorships received

$13,710 in sponsorships for charity

15 Nonprofits supported in service to their mission

26 Local Community Champions Recognized

6 Corporate sponsors dedicated to supporting local economic opportunity

AHN/Highmark, Baierl Automotive, First Commonwealth Bank, Wesbanco, SSB, Alpine Pools

What People are Saying...

"The Chamber exists to help businesses of all sizes, but bring a tremendous resource to some of the smaller, local businesses that are in our community."
- Craig Pritts

"Networking and being involved in my community has been the best part about being involved with the Chamber. Because when the community grows, the business grows."
- Alicia Dallago

Let's talk...

www.curio412.com
412-953-6576

Carolyn Keller, Founder