

From Our Work With 1,000 Funders

# 3 TIPS FOR MEASURING IMPACT



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## Step 1



### Alignment means everyone understands the plan

The board needs to agree on what the organization is trying to accomplish.

The staff needs to be consistent in how they accept and manage grantee reports.

The grantees need to understand why and how this data needs to be reported accurately.

## Step 2



### Be selective and set the rules

Choose the top 3 to 5 variables that are the most important. This will make it easier to see progression.

The process must be intentional and specific in regard to what and how these variables are measured.

If it cannot be completely clear what is to be counted and what is not, the data will be inaccurate and hard to evaluate.

## Step 3



### Communicate, communicate, and communicate

Collecting data without sharing it is a waste of time and resources. The data becomes more valuable as more people are able to see it, both in analysis format as well as the raw data.

The results of your findings need to be shared at all levels within your organization and with the grantees who provided the data. The information should generate conversation about what is working and what is not.

Too often, when things do not work out as planned, it is not spoken about. This is a mistake. Poor results can actually be more useful than positive results.



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