Communicating Impact

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• Of coalition

• Of specific services, project or idea
Impact of Coalition

- Meeting needs identified during planning
- Achieving vision/fulfilling mission
- Progress on goals and objectives
- Projects and activities
- Advocacy
- Education and training
- Research
- Public awareness
- Initiatives now part of the norm*

12 Keys to Building Caregiver Coalitions, AARP Foundation/Caregiver Coalition Research Project, supported in part by a grant, No. 90-CG2627, from the Administration on Aging, Department of Health and Human Services, 2003

*Tom Wolff, Healthy Communities Initiative
Health of Coalition

- Collaboration levels
- Communication effective within and to other audiences
- Membership/capabilities assessment
- How are meetings going?
- Decision making
- Leadership
- Financial management and funding

Planting the Seed: Establishing and Growing Your Family Caregiver Coalition, National Alliance for Caregiving 2013
Communicating Impact of Projects and Activities

• Definition of issue or opportunity

• Description of service, program or idea

• Ways to measure and present impact

• Communicating to others

• Other uses
• A refined focus

• Dependent upon members’ contributions

• Hits on today’s talking points but goes deeper

• Aims toward end result
Description of Service

• Answers journalistic questions
  – Who, what, when, where, how, why

• Responds to anecdotal but also defined need

• Includes goals with measures of success
Ways to Measure and Present Impact

- Measures
- Percentage of population
- Population vs control group
- “What difference does it make?”
Communicating to Others

• Solo vs chorus
• Demonstrates utilization of resources
• Explains differences
• Messaging relates to person or audience
• Format and frequency
• Impact drives change
Other Uses

• Advocacy

• Budgets/fundraising

• To support next steps
Issues to Consider

- Shared systems
- Some things are not measurable
Resources

• Charting Impact [www.independentsector.org](http://www.independentsector.org)

• Outcomes Indicator Project, Urban Institute, [www.urban.org](http://www.urban.org)

• Expertise at local universities and colleges
Contact

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