



Communicating Impact

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Communicating Impact

- 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

Definition

- 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
- Outcomes Indicator Project, Urban Institute, www.urban.org
- Expertise at local universities and colleges

Contact

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