

# HOW TO COMMUNICATE YOUR IMPACT

# AGENDA

- Introductions
- Internal vs. external
- Internal – let's get this data party started
- Two approaches: a) a stat and a story b) what, so what, and now what
- Passive vs. active presentations
- Play to the audience
- Using infographics

# INTERNAL AND EXTERNAL USES

## Internal

- Focus efforts
- Build collaboration
- Identify successful strategies (do more of)
- Identify barriers to participation (remove)
- Identify additional services (add)

## External

- Share with current and potential donors
- Share with potential partners (services, referrals)
- Share knowledge at community meetings / during community planning

## WHERE MIGHT I SHARE?

- The percentage of families that demonstrate digital literacy as defined by the project
- The percentage of families who use technology more after training than before training
- How families use technology
- What types of problems families report

INTERNAL – LET'S  
GET THIS DATA  
PARTY STARTED

Step 1:  
Present your  
data



Step 2: Have a  
conversation

# THE DEVIL IS IN THE DETAILS

## **Presenting Data**

- On screen and in hand
- Explain the graph
- Limited pieces of information

## **Three Discussion Questions**

- Do the data ring true?
- What can we learn from these data?
- What, if anything, do we intend to do differently?

## TWO APPROACHES FOR SHARING EXTERNALLY



A stat and a story



What, so what, and now what

## A STAT AND A STORY

Approximately 2,500 children and youth participated in programs to improve their social emotional health and behaviors. For example, 94% of children in one program demonstrated improved behavior and social emotional wellness. Let me tell you about...



# APPLICATION

- Create a “stat and a story” statement for your project or program.

## WHAT, SO WHAT, NOW WHAT

Service, individual outcome, community impact

Example: We provide responsible server training. Servers increase their knowledge of how to serve responsibly and serve fewer underage students. This means a decrease in underage drinking and therefore a reduction of both alcohol-related crashes and high emergency room costs.

# APPLICATION

- Create a what, so what, now what statement for your project or program.

# PASSIVE VS. ACTIVE PRESENTATIONS



Pose a question and pose them early and often (in groups if you can)



Have attendees problem solve (stakeholders)



Have attendees generate conclusions (stakeholders)



Ask for a headline



Reverse engineer

# PLAY TO THE AUDIENCE

What are their information needs?

What is their comfort level with data?

How much background will they need?

How much do they need to know about methodology?

What will be important to them?

# APPLICATION

- Identify one audience and analyze them.

# USING INFOGRAPHICS

## How Did Moms Do on Medicaid Benefit?

### Entering the Healthy Start System

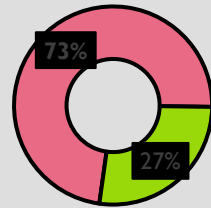
**28%** of Healthy Start clients received the program as designed;

In the graphs, these are designated by "model".

**77%** of moms began prenatal care in the first trimester

### Having a Healthy Pregnancy

Moms quit or reduced tobacco use

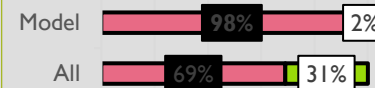


■ Quit or reduced ■ Continued



**131** of all clients were at risk of substance abuse. Of those, **95%** reduced or discontinued use.

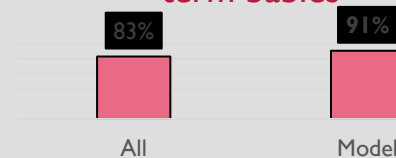
Women were screened for depression



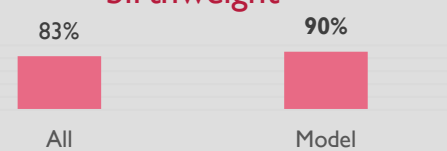
■ Screened ■ Not screened

### Delivering A Healthy Baby

Women delivered full-term babies



Babies were a normal birthweight



### Continuing Healthy Behaviors

**81%** of all moms initiated breastfeeding



**81%** of all moms went to their post-partum appointment



## Bridging the Digital Divide

### What are we trying to achieve?

25,000 students are able to connect and learn at home with high-quality broadband.

Every family in the three target areas of Palm Beach County has a quality device and reliable broadband and is using the technology for education, employment, and health.

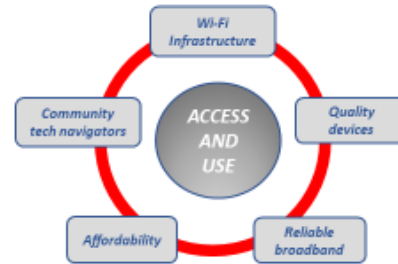
Everybody in Palm Beach County has access to the internet so that they can participate in the modern economy.

Short term

Longer term

Ultimately

### What is the model?



### Who's involved?

40 organizations collaborating to achieve the goals



### What progress have we made?

Poles and Wi-Fi mesh radios have been installed in downtown Belle Glade to meet long-term affordable broadband needs



Over 73,000 Chromebooks for distance learning have been distributed



5,600 internet subscriptions and 2,400 hotspots have been deployed to meet immediate broadband needs



Over \$60 million in funding committed to implement the model

## RESOURCES

- **The Urban Institute Outcome Indicators Project.** The project provides a framework for tracking nonprofit performance. It suggests candidate outcomes and outcome indicators to assist nonprofit organizations that seek to develop new outcome monitoring processes or improve their existing systems.  
[www.urban.org/center/cnp/projects/outcomeindicators.cfm](http://www.urban.org/center/cnp/projects/outcomeindicators.cfm)
- **W.K. Kellogg Foundation** <http://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>
- **The Evaluation Center**  
<https://wmich.edu/evaluation>

## RESOURCES

- **Innovation Network.** Innovation Network provides knowledge and expertise to help nonprofits and funders learn from their work to improve their results. [www.innonet.org](http://www.innonet.org)
- **Social Innovation Fund Evaluation Plan Guidance**  
<http://www.nationalservice.gov/documents/social-innovation-fund/2014/social-innovation-fund-evaluation-plan-guidance>
- **CDC guidance**  
<https://www.cdc.gov/eval/framework/index.htm>
- **Rutgers**  
<https://njaes.rutgers.edu/evaluation/resources/>

## RESOURCES

- **Results-Based Accountability**, which presents a very plain-language approach to evaluation. [www.raguide.org](http://www.raguide.org).
- **Pew Charitable Trusts**  
<http://www.pewtrusts.org/uploadedFiles/wwwpewtrustsorg/Reports/Miscellaneous/chapter14.pdf>
- **Sample Size Calculator:** <https://www.qualtrics.com/blog/calculating-sample-size/>
- **Canva: Online graphic design site free for nonprofits** <https://www.canva.com/canva-for-nonprofits/>