



ImpactStory™ Strategy

Based on 20+ years of working with small- and medium-sized nonprofits, I have un-complicate the sometimes overly complicated task of showing your good work to the world. You're in this field to make real change, not spend all your days crunching numbers to prove it.

IMPACT STORY IS IMPORTANT

Being confident about telling a clear and convincing impact story sets your organization up for success. The ImpactStory™ strategy allows you to easily . . .

- ✓ Make a **strong case** for new funders to invest in your work
- ✓ Show **return on investment** for those who have already funded your work
- ✓ **Create clarity** around what you do – and don't do (eliminates Mission-drift!)
- ✓ Guide **decision making** for scaling up, addressing challenges, and setting priorities
- ✓ **Motivate staff** to set and reach goals
- ✓ **Build trust** with the people you serve, your partners, and other stakeholders

...we are **financially stronger** and have created a model that other organizations have contacted us to replicate; we have a Strategic Plan for the future...the list just goes on and on...

-Kim Hyland, Executive Director, Fluvanna/Louisa Housing Foundation

DIRECT BENEFITS

Having the ImpactStory™ strategy in place means that your organization is more efficient and effective.

- Having systems in place so you're not always starting over? ➡ **Money Saved**
- Having everything you need to tell your impact story at the ready? ➡ **Time Saved**
- Being able to easily tell masterful and compelling stories? ➡ **Effective Fundraising**
- Stress reduction because you know you're doing it right? ➡ **Priceless Relief**

THE IMPACT STORY STRATEGY

We have identified three, straightforward steps needed to have a clear and convincing impact story.

STEP 1: Map Out Your Strategy

Be clear about what you do

A Solid Framework

Our Strategic Impact Map™ shows how your mission-driven work results in immediate impact and how that impact rolls up with what others are doing to create community-wide change.

Programs that Work

Be clear about telling the story behind *why* what you're doing is supposed to work. Show your programming is rooted in what's known to work with our customized Impact Statements.

STEP 2: Gather the Pieces

Be confident in understanding your impact

Smart Surveys

Smart, efficient surveys are created by asking the key questions that help you tell your story and empower your clients to give you feedback.

Painless Data Analysis

You know where the real ability to understand your data is? *Graphing*: Mostly, bar charts and line graphs. Bonus! You only need a few Excel formulas.

STEP 3: Tell Your Story

Tell your most convincing story

Powerful DataViz

You need the top highlights for social media, a visually rich one-pager for your Press Kits, a series of graphs for a grant, and an easy-to-read annual report.

Masterful Impact Stories

Human stories pull at our hearts and paint the picture. The data and visualizations help us believe it, builds trust and credibility, and ultimately moves us to action.

