



ImpactStory™ Academy



Many nonprofit leaders feel strong pressure to *prove* their work is making an impact. They often invest in time consuming data collection and/or expensive, one-time, deep-dive program evaluations. This approach is complex, involves a lot of staff time, can disrupt service provision, and often **leaves nonprofit leaders still not knowing how to tell their impact story**. Why does tracking and communicating impact have to be more difficult than managing the budget?

This is why I created the straightforward, uncomplicated, 3-step **ImpactStory™ Strategy**. Not the practice of science, but informed by science, the ImpactStory™ Strategy gives nonprofits the ability to be **clear** about the specific impact they are working toward, **confidence** in the data being collected and how to understand it, and the tools for telling **convincing** impact stories that move people to action: to succeed, to give, to volunteer, to change, to expand. **Nonprofits need their impact stories at their fingertips - even in the complex and always moving real-world of service provision.**



What You Walk Away With

You'll leave with all the information, tools, and resources needed to put the ImpactStory™ Strategy to work at your organization. Included are:

- ✓ Six 90-minute classes, plus 15 minutes before and after each class for questions and networking, plus 2 sets of office hours to ask questions. A total of 14 hours of live learning.
- ✓ Workbook including additional resources. A complete Strategic Impact Map™. A revised survey.
- ✓ Lifetime access to a class-restricted Google folder with recordings of all the sessions, as well as all the materials from each session.
- ✓ Free and forever membership in the **ImpactStory™ Network**, an email forum for asking questions, building relationships, and sharing information.
- ✓ Confidence, motivation, and support in putting the ImpactStory™ Strategy to work at your organization.

You'll Get the Most Out of the Academy if You Already Have

- A commitment to using data to tell powerful impact stories.
- The ability to come to every class and do homework between classes.
- Basic Excel skills and are not (very) afraid of numbers.
- Curiosity and a growth-oriented perspective.

ACADEMY SYLLABUS

STEP 1 – Map Out Your Strategy

Class 1 - Strong Frameworks (week 1)

Introduction to each other and the academy structure; [Strategic Impact Map™ Part 1](#)

Lesson	How a Strategic Impact Map™ is helpful. Introduce case study.
Interactive Discussion	Complete and discuss workbook page on community-needs, vision, and mission.
Take Aways	Knowing how to connect community-level need, vision, and mission as a framework for your organization.
Homework	Use your workbook to make a list of all your nonprofit's programs and resources.
Resources	(1) class list, (2) Strategic Impact Map™ Guide (ImpactStory™ exclusive), (3) resources on Logic Model and Theory of Change

Class 2 - Programming that Works (week 2)

[Strategic Impact Map™ Part 2](#)

Lesson	The power of evidence-based programs and how to adapt them to what you do. How a set of mission-driven solutions addresses a community-level need. Learn how Impact Statements allow you to talk to funders about their long-term return on investment.
Interactive Discussion	Workshop writing mission-driven solutions in your Strategic Impact Map.
Take Aways	How connecting your mission-driven solutions to specific impact is key to being clear about the long-term impact of your impact story.
Homework	Use your workbook to complete your Strategic Impact Map™.
Resources	(1) lists of evidence-based practices websites, (2) free access to all Impact Statements (ImpactStory™ exclusive), (2) sample Strategic Impact Map, (3) blank Word templates for Strategic Impact Maps™ (ImpactStory™ exclusive)

Office Hours #1 - Working on your Strategic Impact Map™ (week 3)

- ✧ Come talk about building your own Strategic Impact Map™. Bring your drafts, bring your questions, learn from others.
- ✧ First come, first serve; 1 hour of group coaching
- ✧ Additional hours will be added depending on the number of Academy participants.

STEP 2 – Gathering the Pieces

Class 4 - Smart Surveys (week 4)

Essential Survey Do's and Don't's

Lesson	What makes a great survey, how to create survey questions designed to tell your impact story, response rates, and (happy dance!) you only need to do post surveys. When surveys aren't enough.
Interactive Discussion	We edit some surveys together and share experiences about what survey techniques have worked participants' nonprofits.
Take Aways	Smart surveys are the basis for getting the statements you need to tell your impact story.
Homework	Use your immediate impact to write (or edit existing) survey questions that are designed to tell your impact story.
Resources	(1) additional survey resources, (2) how to conduct focus groups (ImpactStory™ exclusive), (3) how to do interviews (ImpactStory™ exclusive)

Class 5 - Painless Data Analysis (week 5)

No Statistics Required

Lesson	What do you do with surveys once you've collected them?!? Data analysis does not have to be scary: you need less than 12 Excel formulas (no statistics!) and three types of graphs. Also learn about the power of Insight Teams.
Interactive Discussion	Bring your laptop so you can practice creating your own graphs; discuss how to interpret data, what to do with "bad" news, and data ethics.
Take Aways	How to do manageable data analysis and confidently interpret your results.
Homework	Use sample raw data file to practice your new skills.
Resources	(1) Excel lessons in everything you need from Depict Data Studio, (2) a sample Excel workbook with examples of data analysis and graphs, (3) Insight Team guide and agenda (ImpactStory™ exclusive)

Office Hours #2 – Perfecting your surveys (week 6)

- ✧ Come talk about building your surveys. Bring your drafts, bring your questions, learn from others.
- ✧ First come, first serve; 1 hour of group coaching
- ✧ Additional hours will be added depending on the number of Academy participants.

STEP 3 – Tell Your Story

Class 5 - Powerful Data Viz (week 7)

Data that Looks like a Million Bucks

Lesson	Also learn the essential principals of clear data visualization, and how to use them in the four essential types of impact stories: Director’s Reports, Annual Reports, One-Pagers, Grant Narratives.
Interactive Discussion	Review some data visualization examples and discuss what you like and what you don’t like.
Take Aways	What it takes to have a clear data viz that can be used for inward facing (audience = staff, board) and outward facing (audience = funders, public) impact storytelling.
Homework	Look at your last annual report and identify three things you'd change.
Resources	Data visualization resources from Depict Data Studio and others.

Class 6 - Masterful Impact Stories

Impact Stories that Move People to Action

Lesson	Marrying data and narratives for deeper, more convincing impact stories: Director’s Reports, Annual Reports, One-Pagers, Grant Narratives. Impact stories can also be used to motivate staff!
Interactive Discussion	Given (a) the case study Strategic Impact Map, (b) a one-page Data Viz for outreach, and (c) a one-page dashboard – practice helping a board member with their elevator pitch for donors.
Wrap up	Write down the most pressing demand for impact stories in your organization right now. Discuss what you have learned that you can now use to meet that demand, and what’s <i>the very next thing you’re going to do</i> to implement the ImpactStory™ Strategy.
Take Aways	How to tell an impact story in a way that moves people to take action; a plan for moving forward with the ImpactStory™ Strategy at your nonprofit
Homework	Take your next step.
Resources	Invitation to continue to use the ImpactStory™ Network listserv to ask questions, exchange information, and build relationships