

# ImpactStory™ Academy

Isn't time you had your impact story at your fingertips?



**PARTNERSHIPS for  
STRATEGIC IMPACT**

*Real Life. Real Results.*

# ImpactStory™ Academy

Day-in and day-out, **nonprofits and their funders'** missions are to deliver goodness so people can achieve long-term goals. To ensure they can fulfil their missions, **uncomplicated, sector-specific structures and defined metrics**, including capacity for tracking, analyzing, and using impact data, and strategies for identifying insights and making data-driven decisions must be established. All this must be **accessible, affordable, and sustainable** for even the smallest social sector organizations.

To address these needs, **Partnerships for Strategic Impact®** has drawn from 20+ years of learning partnerships with nonprofits and their funders to create the innovative, uncomplicated, and actionable **ImpactStory™ Strategy**.

The Strategy extends initiatives focused on capturing client satisfaction by focusing on three key metrics: (a) what clients receive from programming, (b) how likely they are to use what they receive in the future, and (c) how satisfied they are with what they received. The Strategy provides everything social sector partners need to **co-generate knowledge which can be used to be responsive to community needs and effectively develop programs on a path towards systems-change goals**.

The uncomplicated, three-steps of the innovative **ImpactStory™ Strategy** includes all the tools and resources needed to create and sustain impact tracking and storytelling processes that lead to informed action. The Strategy ensures social sector partners *always* have quality metrics to reflect on, structures in place for turning data into powerful action, and their impact stories at their fingertips.



## Map Out Your Strategy **CLEAR**

1

### A Solid Framework

A **Strategic Impact Map™** elegantly connects your mission to immediate impact and then to your vision for systems change.

All the links are clear.

### Programs that Work

An **Impact Statement** clearly articulates why your programming is expected to result in short- and long-term impact.

Everyone is on the same page.

## Gather the Pieces **CONFIDENT**

2

### Smart Surveys

Tracking achievements, plus smart surveys, result in efficient data collection. With defined metrics you can be responsive to clients and see how you're meeting your mission.

### Painless Data Analysis

Using only a handful of Excel formulas and two graphs, an **Impact and Learning Team** is the structure for co-creating knowledge and turning data into action.

## Tell Your Story **COMPELLING**

3

### Masterful DataViz

Creating engaging graphics and dashboards people *want* to look at is essential for each of the four types of impact stories.

### Powerful Impact Stories

Client narratives and meaningful, contextualized impact produce connection and credibility. Powerful stories move people to action.





Not the practice of program evaluation science, but emerging from it, the [ImpactStory™ Strategy](#) provides the structure, defined metrics, and intuitive language which allows nonprofits, and their funders: to be **CLEAR** about the specific impact they are working toward, to be **CONFIDENT** in the data being collected and how to understand and use it, and to tell **COMPELLING** impact stories that move people to action.

The **ImpactStory™ Strategy Toolkit** is the focus of the live, on-line [ImpactStory™ Academy](#). The 9-week Academy orients **nonprofit leaders** to all parts of the Strategy, gives them a chance to start building their systems, and includes all the tools for putting it fully into place.

**Uncomplicated sustainability is the promise**, so Academy participants also get forever access to a me, as well as a community of like-minded peers for ongoing support and resource exchange. A **funders-only** Academy is available upon request.



The Academy provides all the information, tools, and resources you need to put the ImpactStory™ Strategy to work at your organization. Because I'm focused on your sustainability, all sessions and materials are recorded and saved in a GoogleDrive folder, so you can go back and refresh your memory or train new staff (access is forever!).

All participants also get free and forever access to the **ImpactStory™ Network**, an invitation-only peer network, moderated by me, for asking questions, building relationships, and sharing information.

The ImpactStory™ Academy is best for an organizational leader(s) who are in charge of putting the systems and processes in place.

The price is **\$1,497 per organization** (not per person) – attend by yourself or bring everyone you want!

### Who Should Attend

- Executive Director
- Development Director
- Marketing Director
- Program Supervisor
- Director of Community Engagement
- Data Manager

### 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.



## 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:

- ✓ Nine 90-minute classes, plus 30 minutes after each class for questions, working on putting what you've learned into action, and networking. You get a total of 18 hours of live learning.
- ✓ A growing library of pre-recorded, 15- to 30-minute videos, exclusive to the Academy, which take deeper dives into special topics (e.g., how to improve response rates, how to adapt evidence-based programming to meet your needs, what to do with open-ended responses, etc.). I'm always making new videos.
- ✓ A 70-page workbook and toolbox including lots of additional resources, tips, and ideas.
- ✓ If you choose to complete them: (1) a complete a Strategic Impact Map™ (aka Solid Framework) and, (2) 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.
- ✓ All participants also get free and forever access to the ImpactStory™ Network, an invitation-only peer network, moderated by me, for asking questions, building relationships, and sharing information. I also hold a monthly, 90-minute discussion group for asking questions and working on the steps of the Strategy.
- ✓ Confidence, motivation, and support in putting the ImpactStory™ Strategy to work at your organization.

*I just want to express that the clarity and soundness of reasoning that your map and documents brought to our work has been TRANSFORMATIONAL as in it has literally reframed some of the work that development is doing. We are no longer being treated as unhelpful antagonists by development, and in large part the way your work encapsulated ours from a big-picture perspective helped us get there! Thank you thank you!...*

- Rose Cole, Director of Community Engagement, Madison House

*My interest in storytelling drew me to the Academy, but I didn't realize how personal and practical the Academy was going to be. I expected something more cookie cutter. Maryfrances did a really wonderful job of linking the sessions not just to our individual organizations, but to what we were working on in the moment. That was really refreshing and really valuable.*

- David Worrell, Board of Directors, BookEnds

*Just before the Academy, I was given a promotion and didn't know all it was going to entail yet. Throughout the Academy I was discovering things I could do in my new role that I hadn't considered before. For example, we have all these surveys, and I'm going to re-evaluate all our surveys so there's consistency and cohesion among them. Every session there was something where I thought, "Oh gosh, I can take this and run with this." Everything was very accessible, and I've been immediately able to turn it into action and productivity. I am really appreciative this class happened when it did.*

- Randy Rogers, Assistant Director, Jefferson Area Board on Aging

*This is a master class. This is really, really dynamite information! Thank you!*

- Elizabeth Borst, Virginia Fresh Match Advocacy Director



# ACADEMY SYLLABUS

## Orientation – ImpactStory™ Strategy,

### ***Class 1 - Welcome and Goal Setting***

*An introduction to each other, the ImpactStory™ Strategy, and the Academy structure.*

Lesson	The ImpactStory™ Strategy and Academy structure.
Interactive Discussion	What are you coming to the Academy hoping to learn?
Take Aways	How the Academy will give you all the information and resources needed to put the Strategy into place at your organization.
Homework	None.
Resources	Class list

## STEP 1 – Map Out Your Strategy

### ***Class 2 - Strong Frameworks***

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

Lesson	What a Strategic Impact Map™ is and how it can help you. 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) <a href="#">Strategic Impact Map™ Guide</a> (ImpactStory™ exclusive), (2) Videos of me working through a Strategic Impact Map and Impact Statement with a client.

### ***Class 3 - Programming that Works***

*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 <a href="#">Impact Statements</a> 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 mission-driven solutions.
Resources	(1) Free access to previously created Impact Statements for Affordable Housing, Early Learning, Workforce Development, and Out-of-School Time (ImpactStory™ exclusives), (2) Video on adapting evidence-based programs





## ***Class 4 – Articulating Your Impact***

### ***Strategic Impact Map™ Part 3***

Lesson	Articulating immediate- and longer-term impacts. Review resources of lists of impacts for the social sector.
Interactive Discussion	Start writing out your immediate and longer-term impacts for each of your mission-driven solutions.
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 mission-driven solutions.
Resources	Blank Word templates for Strategic Impact Maps™ (ImpactStory™ exclusive)

## **STEP 2 – Gathering the Pieces**

### ***Class 5 - Smart Surveys***

#### ***Essential Survey Do's and Don't's***

Lesson	There's no impact story without data to back it up. Learn to collect quality data with smart surveys. 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.
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) how to conduct focus groups (ImpactStory™ exclusive), (2) how to do interviews (ImpactStory™ exclusive), (3) Video on increasing response rates

### ***Class 6 - Painless Data Analysis***

#### ***No Statistics Required***

Lesson	What do you do with surveys once you've collected them?!? Data analysis does not have to be scary: you just a few Excel formulas (no statistics!) and two types of graphs. Also learn about the power of Insight and Learning Teams.
Interactive Discussion	Talk about who will be on your Insight and Learning Team.
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) sample Excel workbook with examples of data analysis and graphs, (2) Insight Team guide and agenda (ImpactStory™ exclusive), (3) Video explaining the different kinds of data every organization has



## ***Class 7 – Painless Data Analysis – deeper dive into Excel***

### *Still No Statistics Required*

Interactive Discussion	We go through Excel templates together.
Take Aways	How to create a data analysis template in Excel so your data analysis is plug and play.
Homework	Use sample raw data file to practice your new skills.
Resources	Videos of me going through the Excel workbook examples

## **STEP 3 – Tell Your Story**

### ***Class 8 - Masterful Data Viz***

#### *Data that Looks like a Million Bucks*

Lesson	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 = executive director, 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 <a href="#">Depict Data Studio</a> and others.

### ***Class 9 - Powerful Impact Stories***

#### *Impact Stories that Move People to Action*

Lesson	Marrying data and narratives for deeper, more convincing impact stories. There are four kinds of impact stories you need to tell: Director’s Reports, Annual Reports, One-Pagers, Grant Narratives.
Interactive Discussion	Pull out your goals from the first class: Did you get everything you needed? What’s the most pressing demand for impact stories are your organization right now? What’s the very next thing you’re going to do to implement the 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

