

Stay Relevant:

Evaluate Your Impact to Tell Your Story

HANDOUTS

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Storytelling elements

Storytelling is a powerful tool in creating a strong organization

Elements of a NPO Story

1. ***Time***
 2. ***Place***
 3. ***Person***
 4. ***Before & After***
- How and What you Do***
- What happens when you do it***

The Before & After

The Before & After Aspect

- Essentially what has changed because of what you are doing

Do something  What is different now

- This is also known as your “theory of change”
- Theory of change drives our metrics for measurement of impact

Key Points

- Just doing something is no longer enough
- Donors & funders expect their money to make results
- Our story must be short, compelling and speak to our performance and effectiveness
- Both utilization and outcome/impact data is important in telling your story
- If your clients are doing well, your agency is doing well
- The data you get from measuring impact helps your story, but it also helps you improve or change your program
- Remember you alone have the power to tell your story!
- Non Profit's are catalysts for change!

Thank you for your time and attention!



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