

Impact measurement: why you need it and how to make it robust, relevant and proportionate to resources

In an increasingly competitive funding environment it has never been so important to measure the impact of your projects and services. Crucially, good impact measurement can help you focus limited resources where they will make the biggest difference. But impact seems to mean different things to different people, there's an almost overwhelming number of tools to measure difference made and it can be difficult to get teams to work together on collecting the data that funders need.

Within this engaging presentation, social impact specialist, Emma Insley, will help you to understand what different audiences need from impact measurement. She will outline a simple but effective outcomes framework, demystify the jargon, and show you some tools that can help you to gather, manage and interpret your data.

This presentation is essential viewing for fundraisers, frontline staff, managers, CEOs and Trustees. Regardless of the size of your organisation, getting impact measurement sorted can help you stand out from the crowd, secure the funding you need and make better decisions that change lives.