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# Six Steps to Creating Your Outcomes Success Story

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# Presentation Objectives

- Learn how to **IDENTIFY OUTCOMES**
- Analyze the process for developing **OUTCOMES STATEMENTS**
- Review how to define **MILESTONES and GOALS**
- Discuss best practices for creating measurable indicators and targets for **OUTCOMES ACHIEVEMENT**
- Apply outcomes management metrics **USING TECHNOLOGY**
- Use outcomes data to tell your **OUTCOMES SUCCESS STORY**



# Why Outcomes?

- **Outcomes are essential to:**
  - Defining program/project success
  - Understanding the components and process of success
  - Proving program/project success
  - Making informed decisions about future programming and resource allocation
  - Qualifying for more and larger grants/donations

# Step 1: Identifying Outcomes



How to identify your funder, client, community-related or other outcomes:

- Key Terms
- Defining Outcomes



# Key Terms

- **Community-wide Impact Strategy** - A community-wide, long-term strategy that includes the relevant population *and* that result in a quality of life-based statement.
- **Outcomes** - Outcomes are changes in behaviors, attitudes, knowledge or circumstances for individuals or populations as a direct result of participating in an agency's program.
- **Performance Targets** - The goals set for each program or service's outputs and outcomes.
- **Milestones/Indicators** – measures that help quantify an output or outcome. Indicators are definable, quantifiable, measurable and collectable.
- **Outputs** - Measure the magnitude of the activities of an agency's program or service.



# Defining Outcomes

- Outcomes are essentially the promises your organization or specific programs will make to your investors, your stakeholders, and your community.
- Outcomes data tracking are the systematic data gathering processes implemented throughout an organization to
  - Provide the information necessary to define program and project success
  - Track activities, results and progress
  - Make informed decisions to improve programs and impact efforts

## Step 2: Outcomes Statement



The process for developing outcomes statements for each of your identified groups.



# Characteristics of a Good Outcome

- Positive Improvement
- Meaningful
- Sustainable
- Bound in Time
- Bound in Number
- Narrowly Focused and “Doable” (with a stretch!)
- Measurable
- Clearly Definable
- Discernible...can be “evinced”
- Quantifiable...according to an agreed-upon scale!
- Verifiable





# Structure of an Outcome

- **Program or Initiative**
- **Purpose**
- **Target Outcome**



# Structure of an Outcome

- **Program or Initiative** *OUR program*
- **Purpose** *will help move chronically unemployed individuals from the community toward self sufficiency*
- **Target Outcome** *by providing six months of training, as well as placement, which will result in a minimum of 25 of our trainees retaining their employment for at least 6 months.*

**Full Outcome Statement:** *OUR program will help move chronically unemployed individuals from the community toward self sufficiency by providing six months of training, as well as placement, which will result in a minimum of 25 of our trainees retaining their employment for at least 6 months.*



# Group Exercise

Creating your own Outcomes Statement.

Be sure to include -

- **Program or Initiative**
- **Purpose**
- **Target Outcome**

## Step 3: Milestones and Goals



How to define the milestones and goals associated with proving your outcomes statements



# Performance Targets

- Performance targets are the goals set for each program or service's outputs and outcomes. These can include the number of clients or units of service that are projected to be served. They can also be the number/percent of your clients that will achieve the identified outcome/indicator.
  - Recruit 125 unemployed adults in community
  - 45 demonstrate mastery of training
  - 25 Candidates successfully retain jobs for 6 months



# Milestones

- Milestones are measures which help quantify an output. These measures are definable, quantifiable, measureable and collectable. Milestones can also be referred to as Indicators.
  - Performance Target: Recruit 125 unemployed adults in community
  - Associated Milestones:
    - Distribute 5,000 fliers at community events and info sessions.
    - 500 interested adults in the community contact the program
    - Collaborate with 5 community partner agencies to establish referral network

# Group Exercise



Create your own Milestones related to your Outcomes Statement.

Milestones should be-

- **Definable**
- **Quantifiable**
- **Measureable**
- **Collectable**

## Step 4: Outcomes Achievement



Best practices for creating performance and progress metrics - measurable indicators and targets for outcomes achievement



# Group Discussion



Show and Tell your Outcomes Statements

- Are Outcomes part of your world?
- How is your organization currently tracking Outcomes?

## Step 5: Using Technology



How to apply these outcomes management metrics to the measurable elements in your agency's technology solution

# Using Technology to Track Outcomes



- Tracking data in MS Excel
- Tracking data using Data Management Software

## Step 6: Outcomes Success Story



Ways to use your outcomes data reports to tell your unique outcomes success stories

# Proving Your Outcomes



- Creating Compelling Reports
- Showing Your Story through Client Voices
- Highlighting Community Partnerships

# Creating Compelling Reports



- Using a technology solution to develop visually engaging reports

# Showing Your Story Through Client Voices



- Stories about individuals are the most effective way to get donors to respond to fundraising appeals
- Use stories to demonstrate real life examples of the positive change made by your organization
- Use technology to easily collect and share client stories

# Highlighting Your Community Partnerships



- Through data collection, report summaries on client referrals from other community organizations
- Use technology to easily collect and share referrals from community partners, collaborative outreach and event participation