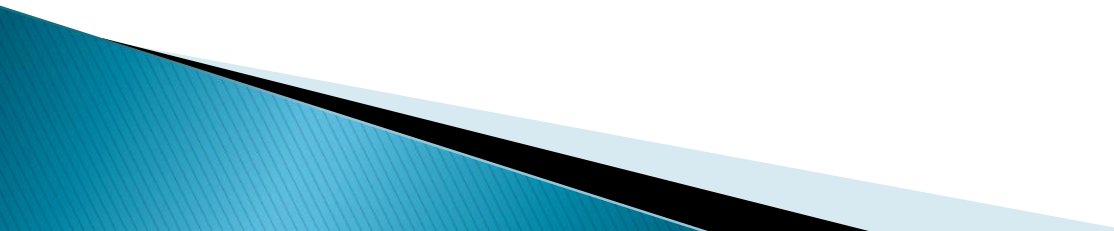


Measuring Economic & Social Impact What, Why & How?

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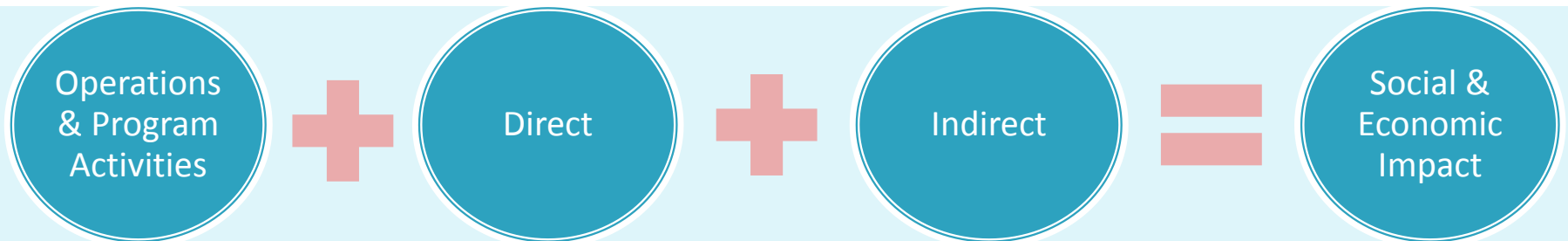


Introduction

- ▶ One of the biggest challenges facing community based organizations is how to generate, leverage, and maximize limited resources in support of enhancing the social and economic growth in their communities.
 - ▶
 - ▶ Funders are increasingly seeking to understand the impact of their invested dollars
 - ▶ While community based organizations are critical to enhancing the social capital that supports economic growth and development, often times their contribution goes “underappreciated”.
 - ▶ Underserved communities in particular are faced with ever-increasing demands on their budgets while at the same time witnessing the need for social and economic support increasing.
 - ▶ Capturing the social and economic impact of community based organizations can allow the organization to **transition its messaging from being viewed as a “supporter” in the community to that of an “investor” in the community.**
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What is it?

- The economic & social contribution of an organization or association to the local community
- Designed to capture direct, indirect, and induced effects of economic & social programmatic activities
- Include economic output, job creation tax revenue generation, targeted program impact





Why Does it Matter to you?

Helps you succeed in promoting your economic & social contribution to the community

- ▶ Demonstrate economic & Social value contribution
- ▶ Appeal to donors, funders, elected officials, foundations, and community
- ▶ Quantify job creation
- ▶ Quantify tax revenue supported
- ▶ Quantify social impact of programmatic activities
- ▶ Personalized & customized to your organization

"Collecting data and measuring your impact is just as important as providing the service ."



Collecting your Data

- Anchor Sites
 - Field Intercepts
 - Social Media
 - Surveys
 - Incentives
 - Avoid open-ended questions
 - Less than 10 questions
 - Embrace technology
- ▶ Reason for visit
 - ▶ Length of stay
 - ▶ Place of residence
 - ▶ Amount spent on specific purchases
 - ▶ Amount spent on program services and measuring multiplier effect.

HOW TO COLLECT?

WHAT TO COLLECT?