



CENTER FOR NONPROFIT EXCELLENCE & PHILANTHROPY

Course: Grateful Communication - Measuring and Gratefully Communicating What Matters to Donors and Funders

November 14, 2024 | Edward M. Chadbourne Library, Room 2051

8:00 AM - 9:30 AM - WELCOME, PRE-QUIZ,
INSTRUCTION

9:30 AM - 9:45 AM - BREAK

9:45 AM - 11:30 AM - INSTRUCTION

11:30 - NOON - LUNCH BREAK

NOON - 12:45 PM - EXPERT PANEL

12:45 PM - 1:00 PM - BREAK

1:00 PM - 2:30 PM - INSTRUCTION

2:30 PM - 3:00 PM - WRAP UP, POST-QUIZ,
SURVEY

Course Description:

In today's nonprofit landscape, communicating organizational impact is crucial for sustaining donor support and driving positive change. However, many charities still need help to measure and articulate their impact effectively. This nonprofit workshop delves into why nonprofits must think differently about impact reporting. Drawing from the insights of renowned philanthropy expert Dan Pallotta and addressing common pitfalls, this course empowers nonprofit leaders to reevaluate their impact communication strategies. Participants will explore new ways to measure impact, craft compelling stories, and resonate with their target audiences, ultimately elevating their organization's reputation and influence.

Course Outline:

- The importance of measuring and communicating impact in the nonprofit sector.
- The ongoing challenge of demonstrating community impact effectively.
- Understanding the significance of communicating social returns on investment.
 - Pitfall 1: equating impact with activities.
 - Pitfall 2: mistaking aspirations for outcomes.
 - Pitfall 3: assuming the packaging can carry the message.
 - Real-life examples of these pitfalls in impact reports.
- Identifying and measuring the right performance metrics.
- Essential questions to answer in a community impact report.
- Understanding your audience and framing impact in their terms.
 - Connecting programmatic specifics to larger goals and societal changes.
 - Crafting compelling stories to inspire confidence and support.
- Incorporating quantitative data and compelling narratives to make your impact real.
 - Align your organization's mission, goals, and progress in the report.
- Select the best format for your impact report (PowerPoint, visual graphics, video, etc.)
 - Tools that will help create your impact report without costing valuable dollars.
- Group brainstorming and sharing of tactics that yielded unexpected return.
 - Sharing of tactics that work.
 - Sharing pitfalls you learned to avoid.
- Insights from charity watchdog groups: Charity Navigator and GuideStar.