

**University
of Basel**

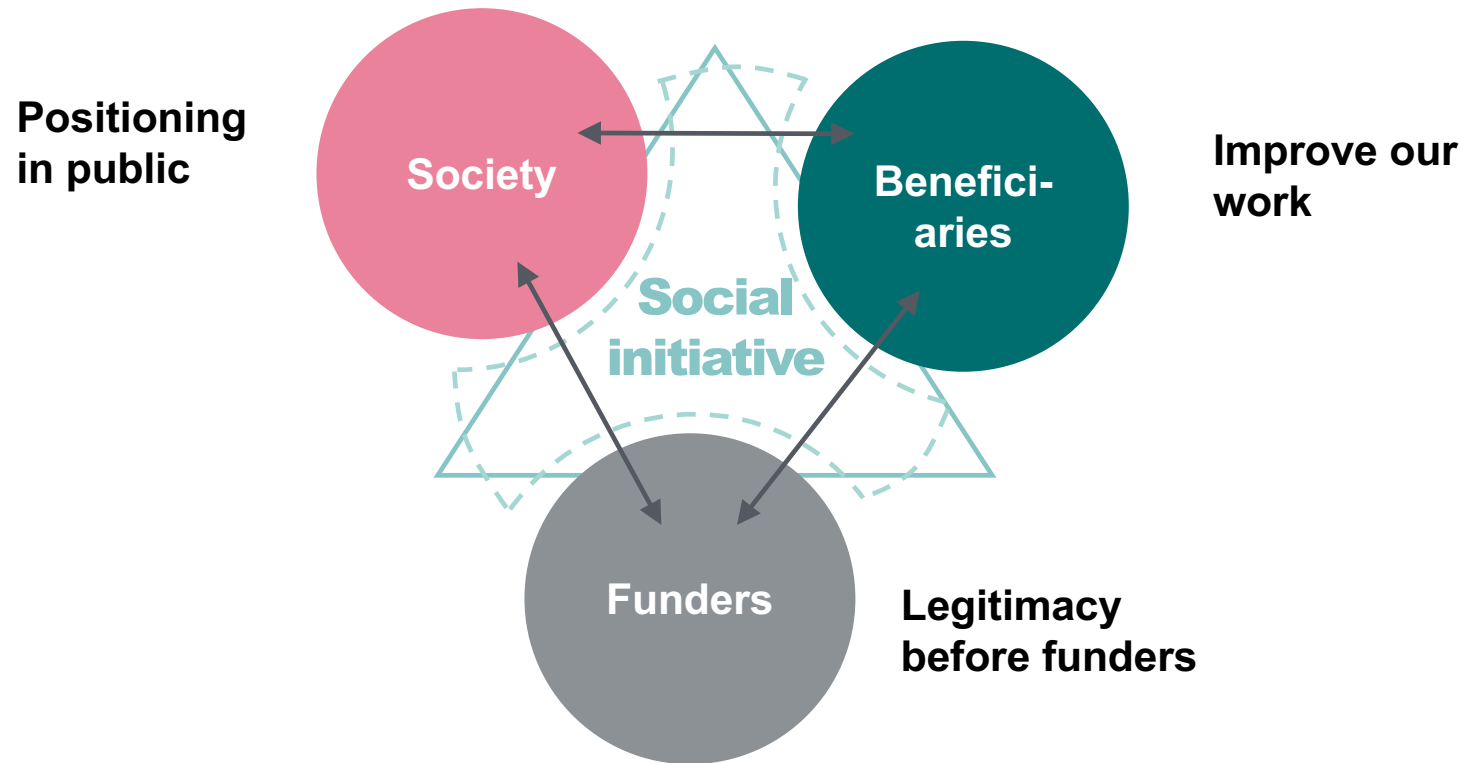
The effects of impact measurement

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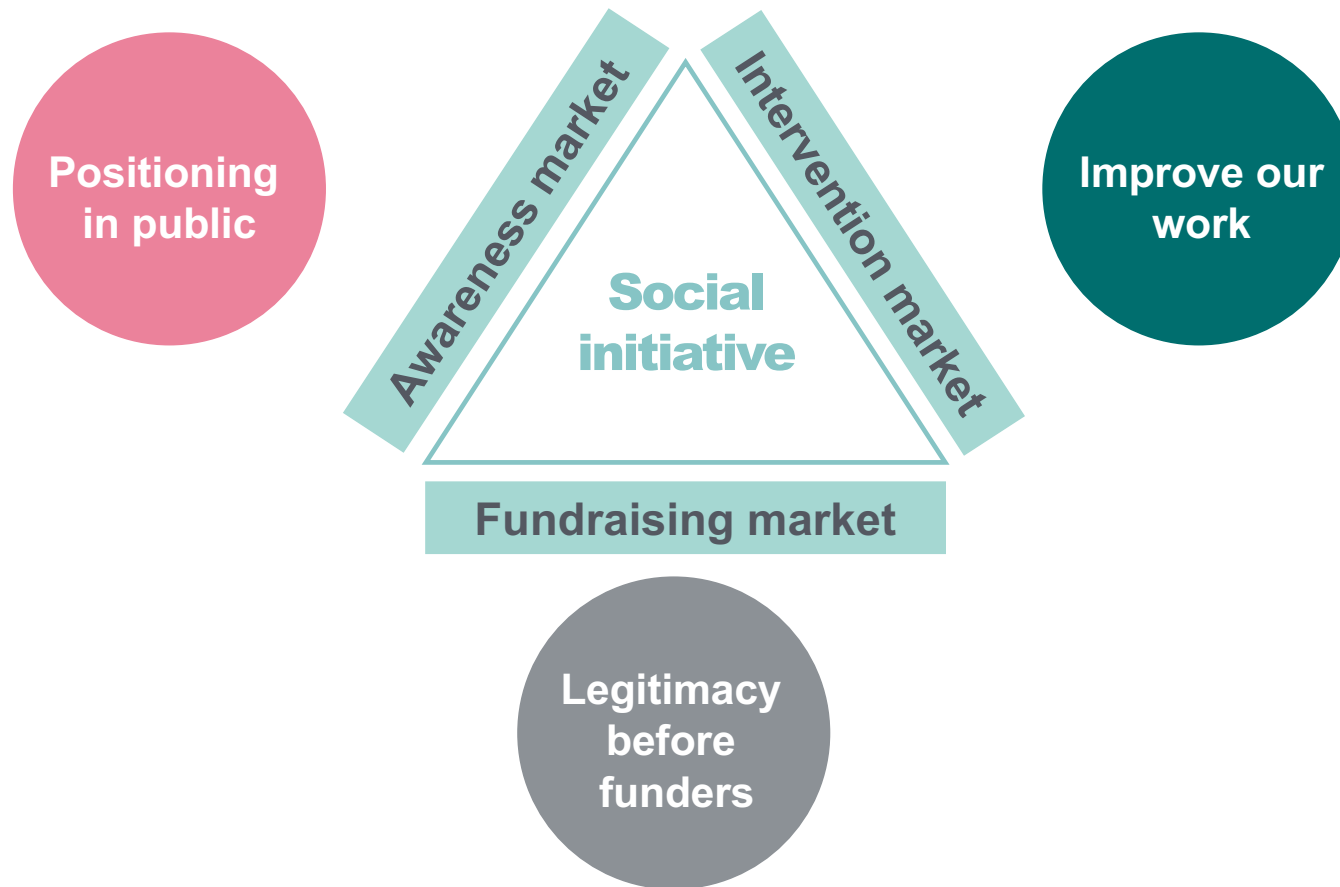
Reactions to impact measurement

- It increases the expectations of donors, beneficiaries, and other constituents.
- It may provoke conflicts between staff and executives.
- It is time consuming and increases bureaucracy.
- It is demotivating, if the aim of impact measurement is to highlight the failures of the past (instead of emphasizing future potentials).

Who is the target?



Using results on three «markets»



Awareness market

- Core issue is a relevant topic in the public debate.
- Impact results help to formulate stories and facts about the core issue.
- Allow others to use this information.
- Integrating impact results in your communication strategy and planning the right communication channels.

Intervention market

- Beneficiaries are not just recipients of your services.
- Beneficiaries are informants and experts on how to improve your work.
- Inform beneficiaries about how they were of help.
- This will have a positive impact on your next intervention.

Fundraising market

- Use impact results to strengthen your legitimacy.
- Funders expect some kind of impact measurement.
- Impact results prove that things went well.
- Show how you improved things, not only for the project, but also in your organization.

Telling the good news

- Use the Social Reporting Standard (SRS).
- Concept, how to report impact results.
- SRS contains structure and recommendations on how to integrate impact results in your annual report.
- Webpage: <http://www.social-reporting-standard.de/en/> offers helpful material and templates
- Another example for guidelines:
London Benchmarking Group Framework