

SO WHAT?

WHO CARES?

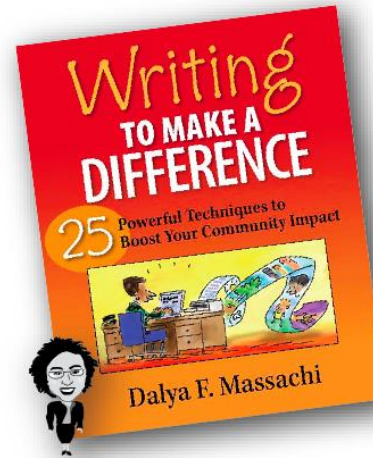
**Zero In on Your Impact
and Tell Funders About it!**

Presenter: Dalya F. Massachi



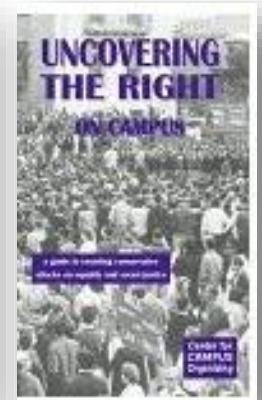
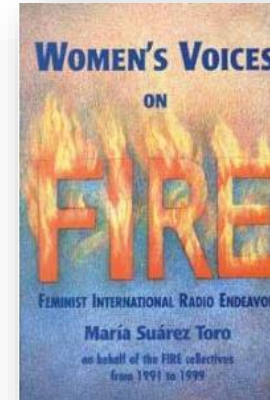
MY BACKGROUND

- Nonprofit writer, editor, speaker, trainer, coach: 20+ years
- Authored host of proposals, articles, websites, book
- Trained thousands, created Grantwriter's FastTrack Essentials Program

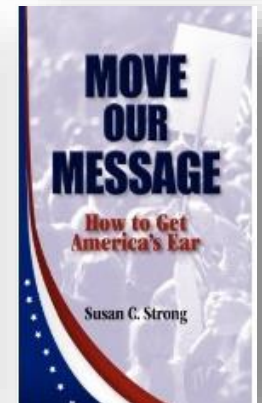
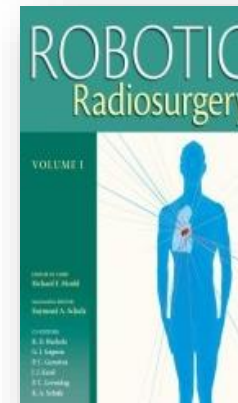
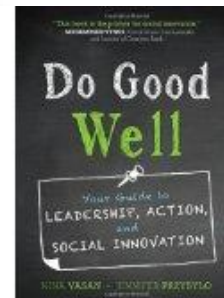
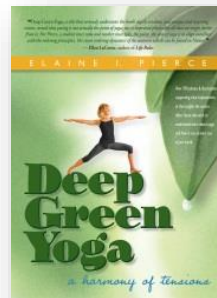
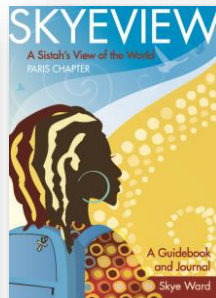
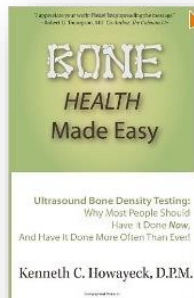


MY BACKGROUND

- 2000-2004: Founding Director,



- Edited/contributed to 8 books:



QUESTION:

How would you rate yourself in terms of your experience as a grantwriter?

- 1. Beginner**
- 2. Intermediate**
- 3. Advanced/expert**

OUTLINE

- I. Moving from the “what?” (programs) to the “so what?” (impact)
- II. Mapping to your Logic Model
- III. How to use stories & quotes to demonstrate impact
- IV. How to collect the “so what?” from your colleagues
- V. Wrap up



DEFINE YOUR PRIORITIES

Facts and figures

(context, 5 W's)

Importance of the issue

(current need; why it's pressing)

Results you envision

(outcome, impact; measurable benefits)

Solution you propose

(program details; why chosen)

Track record

(testimonials, history)



"INSTEAD OF LEARNING TO ORGANIZE MY PRIORITIES I'VE BECOME COMFORTABLE WITH PANIC."

DEFINE YOUR **PRIORITIES**

Facts & figures

Importance of the issue

Results you envision

Solution you propose

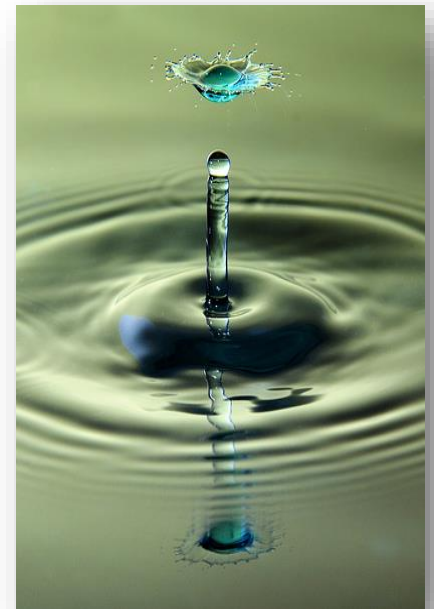
Track record



"INSTEAD OF LEARNING TO ORGANIZE MY PRIORITIES I'VE BECOME COMFORTABLE WITH PANIC."

RESULTS ANSWER THESE QUESTIONS

- What does your work *mean* for the clients/community?
- What does success look like (in both the short and long term)?
- **“So What? Who Cares?”**
How does your work make a difference for the clients and community?



Example: Slow Food USA

WHAT: Slow Food USA reconnects Americans with the people, traditions, plants, animals, fertile soils, and waters that produce our food.

So what?

... so we will inspire a transformation in food policy, production practices, and market forces.

So what?

...so that together, we can ensure equity, sustainability and pleasure in the food we eat.



Example:

Massage for Cancer Survivors

WHAT: Our volunteer therapists provide 50 revitalizing, healing massages per week to cancer patients in our community.

So what?

So they will enjoy happier, healthier, more productive, and longer lives

So what?

So our community contributes to cutting-edge cancer patient care and recovery

Example: Homeless Shelter

WHAT: We offer homeless families meals, warm beds, restrooms, and child care.

So what?

- Fewer families live in cars or on streets
- Higher level of client nutrition and stability
- Less desperation and resulting problems
- Other family supports are available

So what?



VIDEO:

THE GIRL EFFECT

<http://bit.ly/1gWd2lu>



QUESTION:

**Has your organization created a
Logic Model or Theory of Change?**

... do you use it

... periodically revisit it?



LOGIC MODELS

- **Assumptions:** What do you believe is true about the need that forms the foundation of your work?
- **Inputs:** Resources you have (your raw materials)
- **Activities:** What you will do with your raw materials
- **Outputs:** What you did or made with the raw materials
- **Outcomes:** The short-term/long-term changes or benefits for participants (**1st “So What? Who Cares?”**)
- **Impact:** The systemic change that results from the outcomes, addresses the initial need in a broader context (**2nd “So What? Who Cares?”**)



SAMPLE LOGIC MODEL

Assumptions: A college education will improve the earning capacity and broaden horizons for low-income students and their families; first-in-family students don't have the hands-on guidance they need to get to college.

Inputs: Sufficient number of motivated students to participate in their freshman, sophomore, junior, and senior years; college counselors and tutors

Activities: Mentoring, counseling, tutoring, financial aid application assistance, family workshops

Outputs: Up to 80% of students maintain or increase grades, and see links to relevant careers



SAMPLE LOGIC MODEL

Outcomes (1st “So What? Who Cares?”):

- At least 80% of college applications result in acceptance to four-year universities
- All graduating students receive financial aid/ scholarships
- At least 80% graduate from college/continue education

Impact (2nd “So What? Who Cares?”):

- College graduates achieve higher earning potential and wider perspective on available opportunities
- College graduates are role models for younger siblings, underclassmen, and home community members
- College graduates give back to those who follow
- Participating high schools develop a college-going culture





EXERCISE: What's your "SO WHAT"?

SERVICE	1 ST SO WHAT?	2 ND SO WHAT?

PREPARE FOR EVALUATING YOUR “SO WHAT”

1. What do you most need to **learn** about your “SO WHAT”?
2. **What** will you measure to learn this?
3. **How** will you measure it?
4. **Who** will measure it?
5. **When/how often** will you measure?



Once you know, measure your baseline so you can compare before/after results

DEFINE YOUR **PRIORITIES**

Facts & figures

Importance of the issue

Results your envision

Solution you propose

Track record
(testimonials, stories)



"INSTEAD OF LEARNING TO ORGANIZE MY PRIORITIES I'VE BECOME COMFORTABLE WITH PANIC."

STORIES ILLUSTRATE IMPACT & INSPIRE

Talk about how people have benefited: **results** they have seen and **importance** to them

What are some components?

- A beginning, middle, end (let it unfold)
- Memorable characters to care about
- Compelling plot



BEGINNING, MIDDLE, END

- **Beginning:** Quickly grab attention: Connect character with audience through a shared value or desire; introduce problem and set the scene
- **Middle:** Journey: starts with an inciting incident, barriers to overcome, progress happens
- **End:** Resolution with outcomes that lead to impact

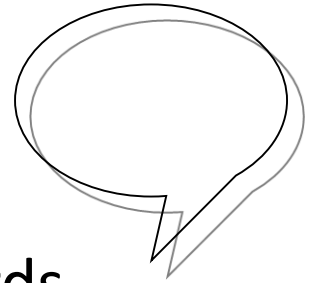


CLASSIC STORYLINES

- Underdog wins/beats odds
- Golden Rule (Good Samaritan)
- Rags to riches
- Hero turns personal tragedy into community force
- Triumph of hard work (American Dream)
- What goes around comes around



USE QUOTES WELL



- Capture the essence with your characters' words
- **Ask:**
 - How did you benefit from the experience?
 - What changes did you see happen?
 - And why is that important to you?



Example

"I have a long history of substance abuse in my family, and at 18 I became addicted to heroin. I moved around a lot as a kid... and never really understood the power of community until I came to Ashbury Images. For the first time in my life I feel like I belong and that I am wanted and appreciated. I know this sounds a little goofy, but **I can finally see the light at the end of the tunnel and feel like everything is going to be okay.**"

(Source: ashburyimages.org)



Example

Juan Romagoza Arce:

"When I testified, a strength came over me. I felt like I was in the prow of a boat and that there were many, many people rowing behind—that they were moving me into this moment. I felt that if I looked back at them, I'd weep because I'd see them again: wounded, tortured, raped, naked, torn, bleeding.... Being involved in this case, confronting the Generals with these terrible facts—**that's the best possible therapy a torture survivor could have.**"

(www.cja.org)



WHERE TO FIND THEM

- Interviews/focus groups
- Written/spoken client evaluations, reports, cards
- Comments/voicemails of gratitude
- Ask around regularly





Exercise:

Sample Stories

HOW TO COLLECT THE “SO WHAT”



SAMPLE QUESTIONS



- What are you 2 levels of “So what?”
(see table)
- How do you measure what matters to your clients?
- What stories can you tell to illustrate impact and inspire?

**Available by email:
this slidedeck and
handouts**



GRANTWRITER'S FASTTRACK ESSENTIALS PROGRAM

~ *Groups or Individuals* ~



*Shorten your
learning curve to
win grants faster.*

- In-depth training & feedback
- Ideal for: staff, board, volunteers
- Not just theoretical

GRANTWRITER'S FASTTRACK ESSENTIALS PROGRAM

Examples of orgs that have already benefited:

- National Network to Eliminate Disparities in Behavioral Health
- Save the Bay
- Center on Policy Initiatives
- Black Organizing Project
- DrawBridge

See website for testimonials from former students:

WritingToMakeADifference.com/FastTrack



WRAP-UP QUESTION

What is the most valuable thing you are taking away from today?

