

The background is white and filled with scattered confetti in shades of blue, pink, and teal. There are also small blue stars and line art elements. Two blue line graphs with pink highlights are positioned diagonally, one in the upper left and one in the lower right. The text is centered and reads:

IMPACTONOMICS: **Your Guide To Demonstrating Impact**



THIS E-GUIDE INCLUDES:

- ☐ Why impact matters for nonprofits
- ☐ How to demonstrate impact to supporters
- ☐ Best ways to communicate impact
- ☐ Practical changes you can make to share impact



Introduction To IMPACTONOMICS



What Is Impactonomics?

Impactonomics is about nonprofits making the perspective switch from focusing communication on dollars raised to program impact. It's about the journey of translating support into world-changing results.



EXAMPLE

Give Today & Start Growing Your Own Forest

Make a difference! Your gift will fund the planting of tropical trees, sequestering carbon and directly help replenish the world's forests

MONTHLY

ONE-TIME

Using impactonomics means that instead of listing activities (events held, people attended, \$ raised, etc.) nonprofits share compelling stories of transformation.

The end goal? Capturing your supporter's trust.

How Impactomonics Can Help Your Nonprofit

Story 1:

Animal Charity USA needs your help! This year-end, our shelters need \$50,000. Your gift will make lots of animals happy.

Story 2:

You could save the lives of over 50,000 pets across the U.S. right now. By supporting Animal Charity USA this year-end, you will rescue pets off the streets, provide safe shelter, and help them find their forever home. Save lives now with Animal Charity USA.

Which story gets your heart pumping? Makes you feel empowered to make a difference?

The answer is clear!

We are all more receptive to language focused on impact, including donors! Donors want to know how their contribution will be used for good, not the dollar amount your organization is raising. That doesn't mean you shouldn't request a specific amount, your focal point just needs to be on the real-life results.



IMPACTONOMICS: The "How"

Quick Tips To Get Started

Remember Your “Why”

Why does your organization exist? Why do supporters feel connected to your cause? Why is the work you do essential for your community or a specific population or location?

EXAMPLE



Vision:

An economy and society that works for all.

Mission Statement:

SAF International's mission is to put underprivileged people on a path of social mobility. Our services are meant to provide the marginalized with stability and the resources necessary for success and prosperity.

Narrowing down your “why” will help you focus on the right impacts. Even if you feel like you already have your ‘why’ narrowed down, it may be helpful to reconnect with your ‘why’ or ensure you’re communicating your ‘why’ externally as much as your team thinks about it internally.

Quick Tips To Get Started

CONTINUED

Measure The Right Metrics

This usually requires taking what you're already measuring one step further. For example, instead of just reporting how many kids are served through your organization's free breakfast kits, take one step further to measure how kids who are well fed perform better in school.

EXAMPLE

Save a Child from the Red-Light District

You can save children from being trapped in the brothels, where they experience abuse, drug addiction, and trauma. You can make a life-saving difference right now.

[Rescue A Child](#)

Safe Water Saves Lives

Imagine drinking water that constantly makes you sick. In India, it's a reality that's far too common. People walk miles, spending hours collecting water that is not safe. You can change that today.

[Learn More](#)

Empower a Woman in India

You can train poor women in India and teach them valuable sewing skills. They'll be able to start their own tailoring business and provide for their family.

[Learn More](#)

Quick Tips To Get Started

CONTINUED

Start Internally

If your team is impact-centric in communication with one another, it's going to be much easier to communicate this externally to supporters. One simple way to start doing this is to take 10 minutes out of every team meeting to share “mission moments” or moments of impact with one another.

EXAMPLE



Jul 8, 2020

Children Will Now Have Access to Sikhi Learning Materials from SAF

This new course in the curriculum will be overlooked by an outreach officer that will be hired to solely focus on the day to day affairs of the initiative and be involved in enrolling children. They will also behave as a liaison officer by relaying information from this initiative to our headquarters here in Surrey, B.C. Canada.

[Read More →](#)



Jun 18, 2020

Widow Raising her Daughter Alone After Being Kicked Out by Father-in-Law

Surjit Kaur lost her husband, Gurmej Singh during the violence in Punjab in 1984. (Her husband is the seventh Shaheed in her family).

[Read More →](#)



Feb 7, 2020

Gursikh Widow with 3 children - Wife of a Satkaar committee member

ਬੀਬੀ ਗੁਰਪ੍ਰੀਤ ਕੌਰ ਦੇ ਪਤੀ ਦਲਜੀਤ ਸਿੰਘ ਫਰਨੀਚਰ ਦਾ ਕੰਮ ਕਰਦੇ ਸਨ ਅਤੇ ਸਥਾਨਕ ਗੁਰਦੁਆਰਾ ਸਾਹਿਬ ਵਿਖੇ ਬੱਚਿਆਂ ਨੂੰ ਗੱਡਕੇ ਦੀ ਸਿਖਲਾਈ ਦੀ ਨਿਸ਼ਕਾਮ ਸੇਵਾ ਕਰਦੇ ਸਨ ਅਤੇ ਸਤਿਕਾਰ ਕਮੇਟੀ ਨਾਲ ਵੀ ਸੇਵਾਵਾਂ ਨਿਭਾਉਂਦੇ ਸਨ।

[Read More →](#)

This can include heart-warming wins from the week, like stories of how lives have changed because of the work your team is doing or testimonials directly from the community you're supporting.

The Best Ways To Communicate Impact

EXAMPLES

Impact-Centric Language

WHEN YOU DONATE, YOU DIRECTLY IMPACT THE LIFE OF A SUFFERING CHILD.

More support = More children rescued + more recoveries planned + more technology installation and training

Compelling Visuals

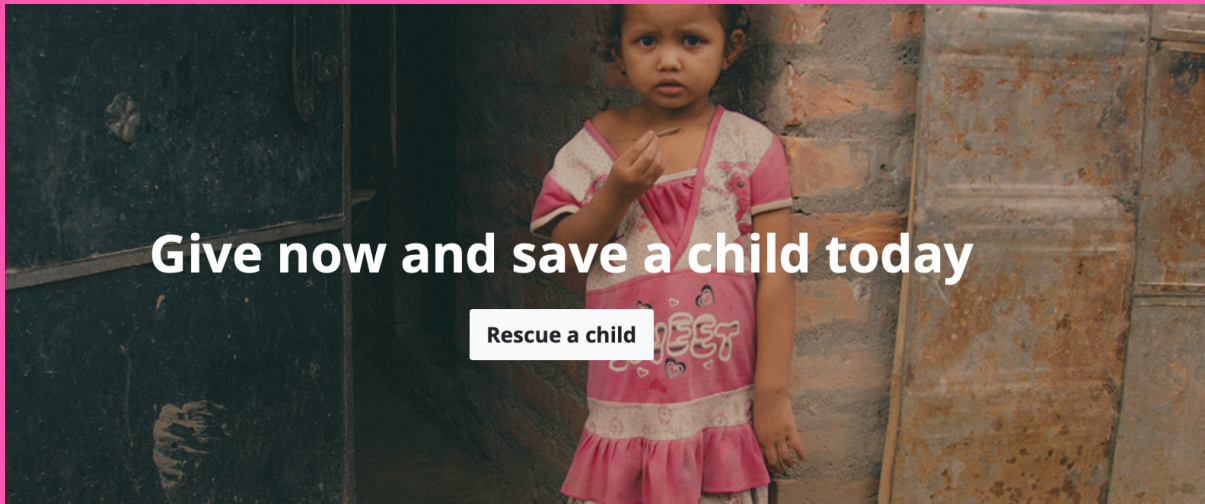
Sponsor a Child for just \$35/month

[Sponsor a Child](#)

The Best Ways To Communicate Impact

EXAMPLES

Strong Call-To-Actions (CTAs)



Real-Life Results

Find out how many trees you could fund as a monthly donor!

£20	✓ £50	£75	£100	£250	Other
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for the next:

1 Month

Your donation will fund 125 trees.

START GIVING

This is an example based on GBP, you can change your currency when you donate.
Our costs of tree planting can be found [here](#).

The Best Ways To Communicate Impact

EXAMPLES

Testimonials Of Transformation



SURVIVOR STORY: "I am free"
AFTERCARE



O.U.R. K9 UPDATE: 41 ARRESTS, 13
CHILDREN IDENTIFIED
O.U.R. IN THE U.S.

Mission-Minded Tone Of Voice

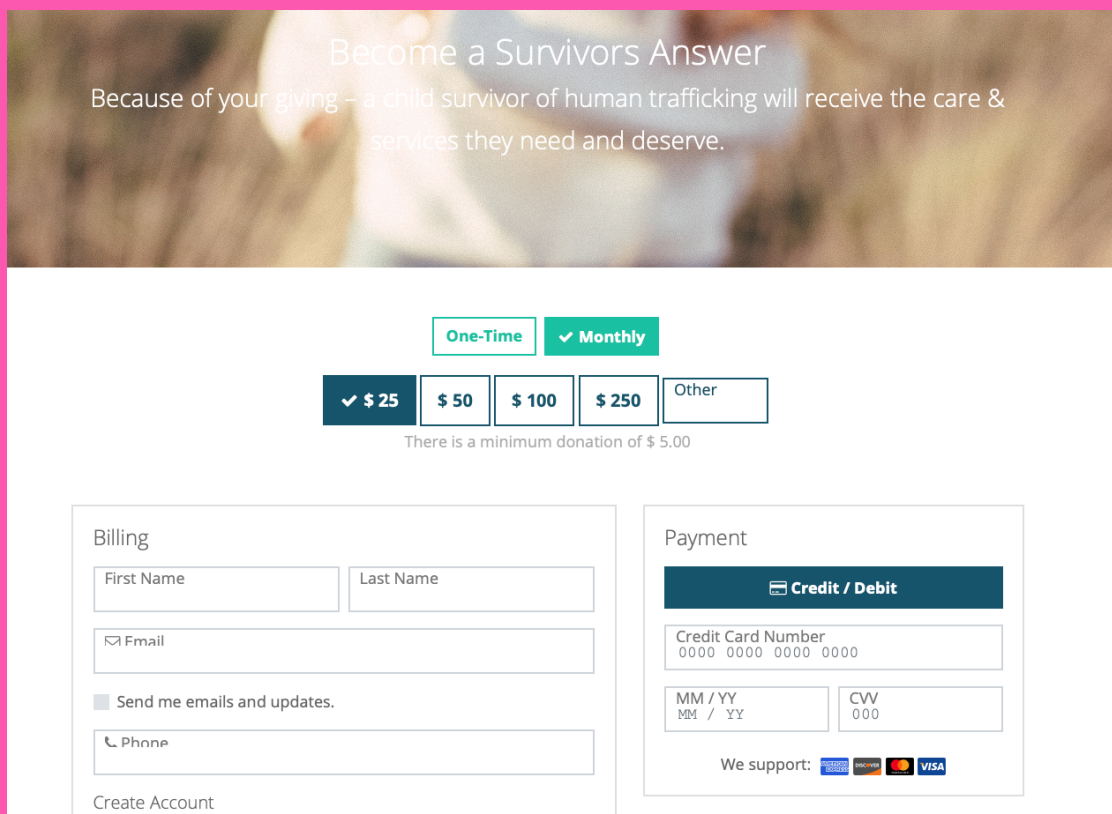


Practical Changes To Demonstrate Impact

Donate Page

Once donors click “Donate,” a compelling picture or video should explain the need for and impact of your mission, followed by a simple donation form.

EXAMPLE



Become a Survivors Answer

Because of your giving – a child survivor of human trafficking will receive the care & services they need and deserve.

☐ One-Time ☒ Monthly

☒ \$ 25 ☐ \$ 50 ☐ \$ 100 ☐ \$ 250 Other

There is a minimum donation of \$ 5.00

Billing

First Name Last Name

Email

☐ Send me emails and updates.

Phone

Create Account





Payment

☒ Credit / Debit

Credit Card Number
0000 0000 0000 0000

MM / YY
MM / YY

CVV
000

We support:    

PRO TIP: Change your call-to-action from a simple “Donate” or “Give” to a compelling impact statement such as “Save the leopards” or “Provide food to families.”

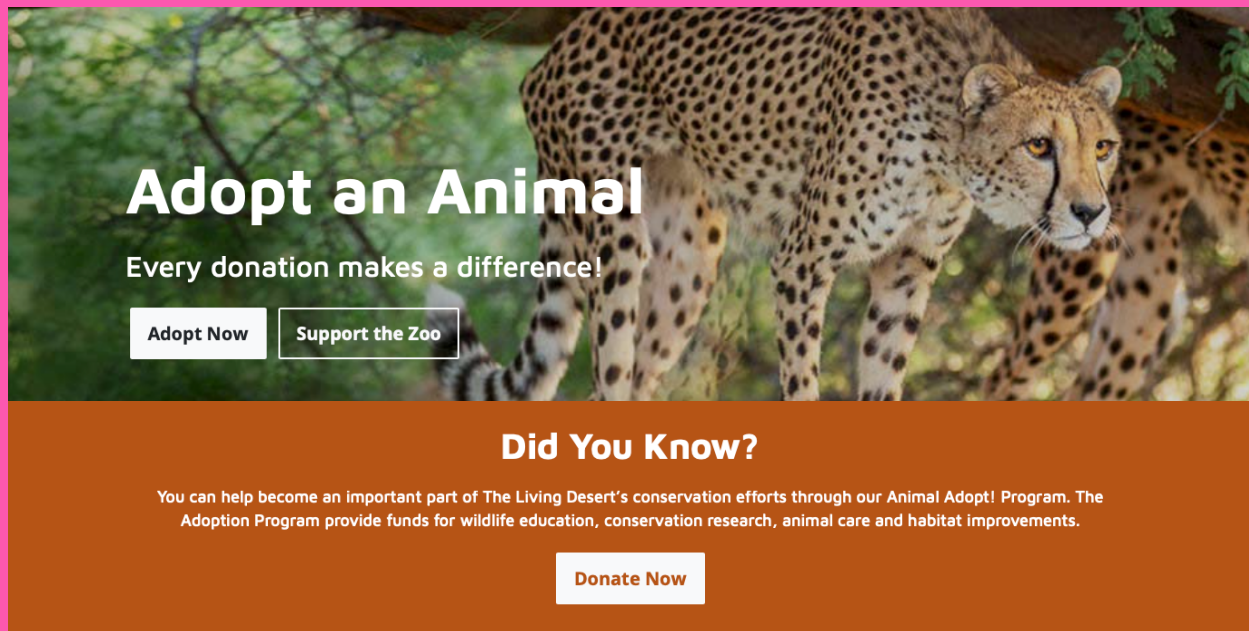
Practical Changes To Demonstrate Impact

CONTINUED

Website

Storytelling should be a central part of every page of your website. Your homepage should include your mission, vision, and impact statements, as well as a testimonial.

EXAMPLE



You may also want to dedicate entire pages to storytelling, such as blogs, testimonial graphics, and video libraries. Audit your website, and determine where you can incorporate more impact-centric language.

Practical Changes To Demonstrate Impact

CONTINUED

Email

Stories shape people; they can inspire them to feel, think, and act differently. Use the power of storytelling in your emails to connect your nonprofit's community, supporters, beneficiaries, and potential employees with your cause!

EXAMPLE



\$25

Provide One Day of a Teacher Support Workshop for a Teacher



\$75

Provide Access to Education for a Student for a Year



\$100

Provide Books for One Grade

Create different email series for each of your supporter segments focused on the part of your mission that resonates most with each segment. Demonstrate how their support is having a real-life impact, and provide them with opportunities to have a greater impact for good. Include a call-to-action in each email, so supporters know exactly what next step to take.

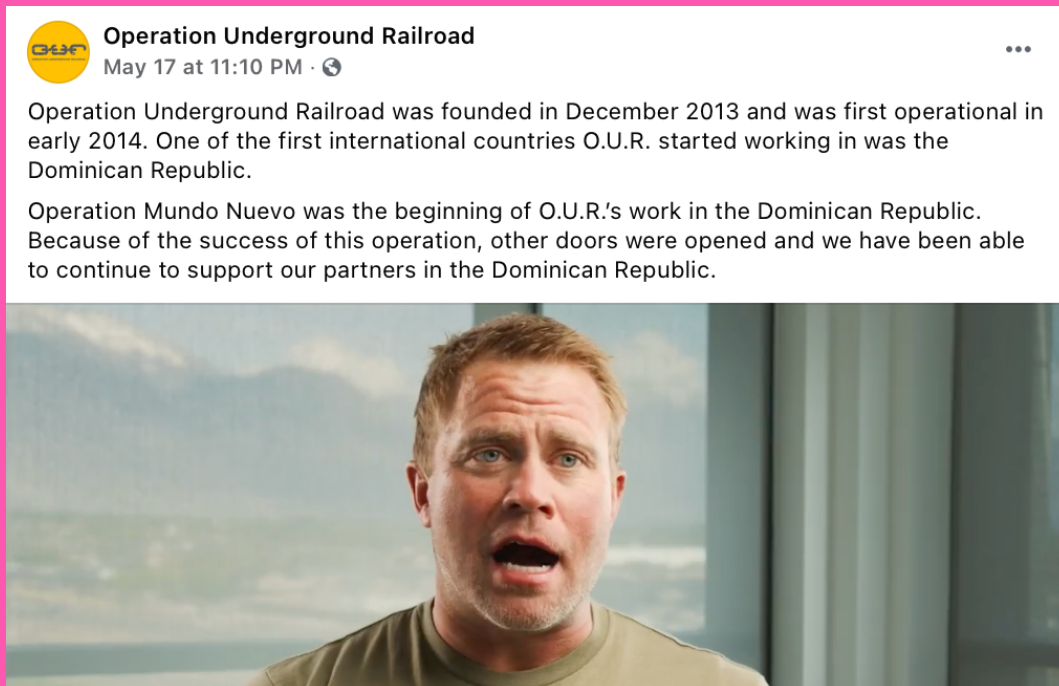
Practical Changes To Demonstrate Impact

CONTINUED

Social media

Social media can be a powerful tool to help your organization build trust, develop community, and increase impact.

EXAMPLE



Determine which platform(s) makes the most sense for your organization to use (typically based on which platform(s) your supporter base uses) and begin sharing stories of impact on a weekly basis with followers.

Boost Digital Trust With Givecloud

It's easier than ever to get your message of impact across to supporters thanks to Givecloud's modern, easy-to-use features that allow you to communicate impact in innovative ways.

Use Givecloud's simple tools to do all of your fundraising and donor communication in one place, so you can spend more on mission, and less on administration.

[Try Givecloud – It's Free!](#)

Follow along with the [Trustraising](#) blog! New posts every week to help you take donor relationships above and beyond.