



COLLECTIVE IMPACT PLANNING CANVAS

This planning tool will help you work through the main considerations you need when planning to engage community. Use this as a space to reflect, generate ideas, and refine your thinking.

ASSESSING READINESS

IS COLLECTIVE IMPACT THE RIGHT APPROACH?

Collective Impact is a good choice if your group answers yes to at least 3 of the questions below.

Framing Questions for CI	Yes	No	?
Do we aim to effect a needle-change (i.e., 10% or more) on a community-wide metric?			
Do we believe a long-term (3-5+ year) investment is needed by diverse stakeholders to achieve success?			
Do we believe cross-sector engagement is essential for community-wide change?			
Are we committed to using measurable data to set the agenda and improve over time?			
Are we committed to having community members as leaders, partners & producers of impact?			

ASSESS THE 3 PRE-CONDITIONS OF COLLECTIVE IMPACT

How well have you addressed the 3 pre-conditions of collective impact? What else needs to be done? How might you do that?

1. INFLUENTIAL CHAMPIONS – You have a diverse network of credible leaders willing to champion your issue and work collaboratively to address it.

2. URGENCY OF THE ISSUE – How is your issue perceived across the community? Do you need to heighten awareness?

3. ADEQUATE RESOURCES – Have you secured financial and/or in-kind resources to support your collaborative work to build momentum?

CREATING A COMMON AGENDA

WHAT IS THE SHARED VISION FOR THE CHANGE YOU WANT?

HAVE PARTNERS AGREED ON A JOINT PLAN TO ACHIEVE THE VISION?

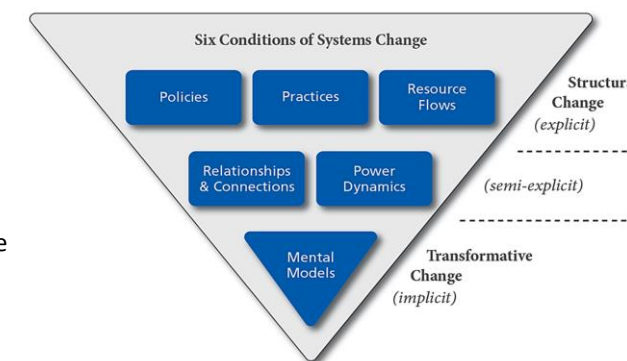
WHO ELSE NEEDS TO BE ENGAGED TO SHAPE YOUR COMMON AGENDA?

APPLYING THE LENS OF SYSTEMS CHANGE

Program strategy help people to “beat the odds”. Systems change strategies seek to change the odds for everyone

- Have CI partners considered &/or identified opportunities for systems change?
- Are strategies to advance systems change part of your CI Action Plan?

WHAT ARE NEXT STEPS FOR YOUR SYSTEMS-CHANGE AGENDA:



DATA & SHARED MEASUREMENT

What data do you have to inform your understanding of your shared issue and help frame your common agenda?

What systems & processes enable partners to periodically review and make sense of data and agreed upon shared measures?

BACKBONE INFRASTRUCTURE

Assess your backbone’s readiness against the six core functions of the Backbone infrastructure:

BACKBONE ROLE	NOTES
Guide Vision and Strategy	
Advance Policy	
Mobilize Resources	
Build Community Engagement	
Support Aligned Activities	
Establish Shared Measurement Practices	

CONTINUOUS COMMUNICATION

KEY CONSIDERATIONS	NEXT STEPS
Partners have developed a common language for their work.	
insights & learning from the CI effort are shared with partner organizations	
Progress and learning is regularly shared with the community.	

BUILDING YOUR CI ACTION PLAN

Use the [Collective Impact 5 Phase Self-Reflection & Planning Tool](#) to assess the strengths and key tasks your CI Initiative needs to accomplish over the next 6-12 months for each of the 4 components of success:

CI Components of Success	Phase I <i>Assess Readiness</i>	Phase II <i>Initiate Action</i>	Phase III <i>Organize for Impact</i>	Phase IV <i>Begin Implementation</i>	Phase V <i>Sustain Action and Impact</i>
Governance & Infrastructure	Convene community leaders	Identify champions & form cross-sector Steering Committee (SC) to guide the effort	Determine initial Action Teams and plan backbone infrastructure	Launch Action Teams & establish backbone infrastructure	Build out the backbone infrastructure; evolve Action Teams to meet emergent strategy
Strategic Planning	Hold dialogue about issue, community context & available resources	Map the landscape & use data to make the case	Create a common agenda, clear problem definition & population level goal	Develop blueprint for implementation; identify early wins	Refine strategies & mobilize for early wins
Community Engagement	Determine community readiness; Create a community engagement plan	Begin outreach to community leaders	Incorporate community voice & an equity lens - gain community perspective & input around the issue	Engage community more broadly & build public will	Continue engagement & conduct advocacy
Evaluation, Improvement & Learning	Determine if there is consensus/urgency to move forward collaboratively	Analyze baseline data to ID key issues and gaps	Develop high-level shared metrics and/or strategies at the SC level	Establish shared measures (indicators & approach) at SC & Action Team levels	Collect, track and report progress; establish processes to learn & improve

GOVERNANCE & INFRASTRUCTURE

STRATEGIC PLANNING

COMMUNITY ENGAGEMENT

EVALUATION, IMPROVEMENT & LEARNING