



## APPENDIX | GETTING TO IMPACT: COMMUNICATING IMPACT

This Appendix supports members to assemble their final impact report by sketching the contents into an outline.

### FINAL EXERCISE

*Purpose: Roughly sketch this year's impact report. Confirm whether you have everything you need or whether there are outstanding issues that need clarity or more input.*

Use the following blank pages to outline how your impact report will look.

**Cover page/overall look & feel** – What will you emphasize?

Hint: Keep in mind your audience and intended purpose and outcomes

**Set the Context:** How will you describe what you do and who your partners are? What is your case for poverty reduction? Do you have public statements or vignettes eliciting empathy around poverty?

**Context:** Population-level statistics/baseline data. What indicator(s) are you using to monitor whether you are “moving the needle”? What is the environmental context?

Hint: Module 1 – Alignment & Thresholds

**Framework and Approach:** Describe your framework; or definitions, domains, indicators, and thresholds.

Hint: Module 1

**Priority Area 1:** Outputs (# of people affected), outcomes (the change), and impact (implications for poverty reduction)

- Building Awareness & Will
- Nudging Systems & Policy
- Niche Initiatives

Hint: Module 3

Tip: Remember to use quantitative & qualitative data, and describe the value of the change.

**Priority Area 2:** Outputs (# of people affected), outcomes (the change), and impact (implications for poverty reduction)

- Building Awareness & Will
- Nudging Systems & Policy
- Niche Initiatives

Hint: Module 3

Tip: Remember to use quantitative & qualitative data, and describe the value of the change.

**Priority Area 3:** Outputs (# of people affected), outcomes (the change), and impact (implications for poverty reduction)

- Building Awareness & Will
- Nudging Systems & Policy
- Niche Initiatives

Hint: Module 3

Tip: Remember to use quantitative & qualitative data, and describe the value of the change.

**Priority Area #4:** Outputs (# of people affected), outcomes (the change), and impact (implications for poverty reduction)

- Building Awareness & Will
- Nudging Systems & Policy
- Niche Initiatives

Hint: Module 3

Tip: Remember to use quantitative & qualitative data, and describe the value of the change.



**Now what:** What happens next and why? What is your call-to-action to get the reader involved and make them feel like they have a sense of agency in the strategy?

**Appendix:** What detailed information needs to be provided separate from the main report?

Methods and Limitations: What language will you use to describe your data gathering methods, your table's estimated contributions, limitations of the data, and implications?

Tip: Anything with very detailed data. For example:

- Evaluation framework
- Methods statement (Hint: Module 5)
- Limitations statement (Hint: Module 5)
- Review of poverty measures
- Review of poverty definitions
- Etc.