



# APPENDIX | GETTING TO IMPACT: SHIFTING AWARENESS AND WILL

This Appendix shares Calgary’s Payday Lending Reform as a sample for those completing Workbook | Getting to Impact: Shifting Awareness and Will.

## Question 1: Who are your target audiences?

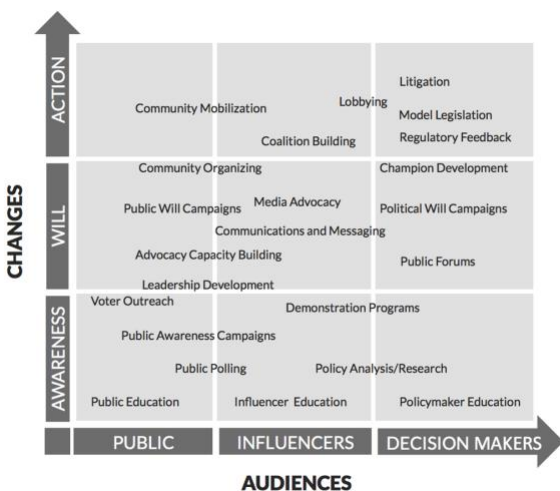
The table below provides a list of Calgary’s select key audiences by category.

Public	Influencers	Decision-Makers
<ul style="list-style-type: none"> <li>Residents of International Avenue</li> <li>Recent immigrants sending remittances to families back home</li> <li>Persons receiving social assistance</li> </ul>	<ul style="list-style-type: none"> <li>Editorial Board of Calgary Herald</li> <li>Influential Local Philanthropists</li> <li>Poverty activists</li> </ul>	<ul style="list-style-type: none"> <li>City Council,</li> <li>Calgary Ministry of Finance, Alberta</li> <li>Local Credit Unions, Calgary</li> </ul>

## Question 2: What strategies are you using/will you use to shift the behaviour of those audiences?

The matrices below depict the strategies that Calgary advocates have used to shift the awareness, will and action of the audience members identified in Question One.

Matrix 1: Strategies Template



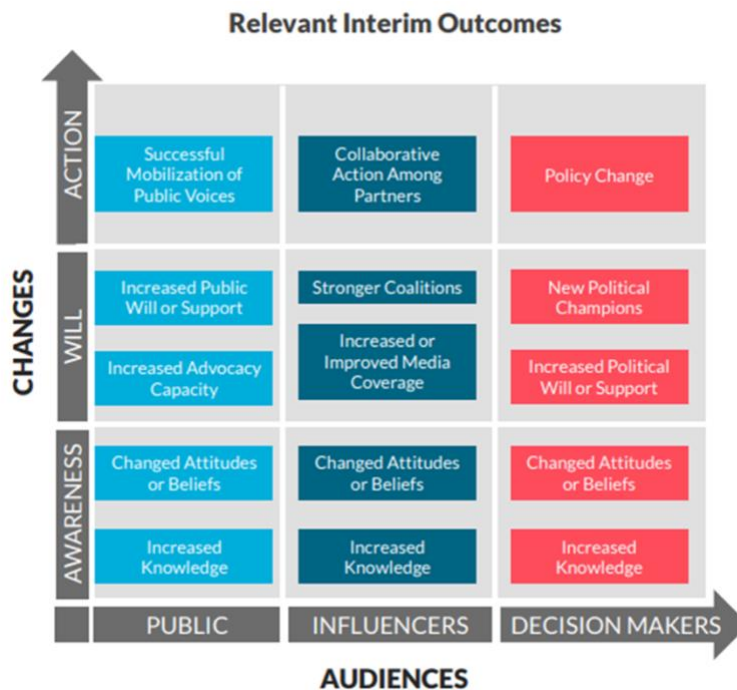
Matrix 2: Payday Lending Strategies



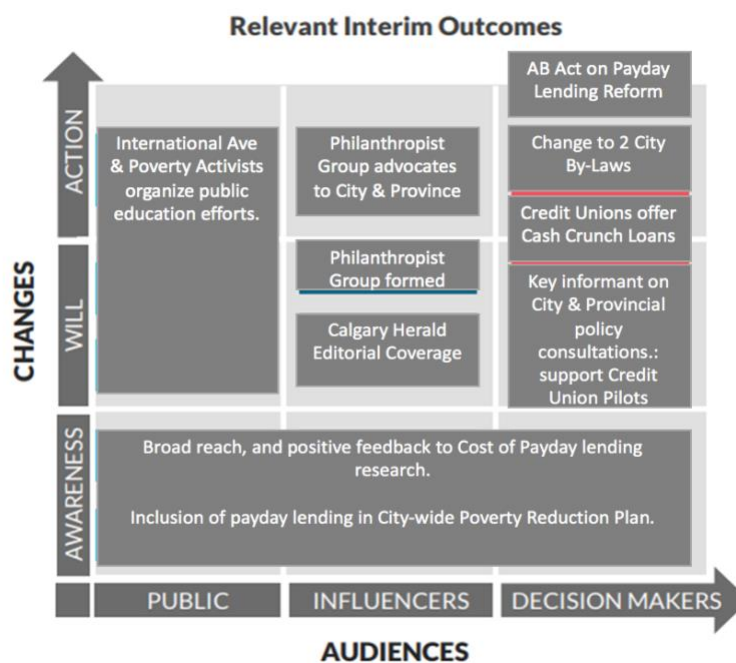
**Question 3: What outcomes are most relevant for your table to track and report on?**

The below matrices organize a cross-section of outcomes to indicate changes being made amongst each of Calgary’s audiences on a spectrum from raising awareness to taking action.

Matrix 3: Outcomes Template



Matrix 4: Payday Lending Outcomes



**Question 4: What methods will you use to gather data on your outcome indicators?**

The matrix below depicts the measurement methods employed by Calgary to track their outcome indicators.

Matrix 5: Measurement Methods Template

CHANGES	ACTION	Percentage & ratings of awareness and will over time; insights into factors, re: changes.	# & quality of mentions in media; qualitative assessment of influencer awareness & support	percentage ratings of awareness, support of decision-makers
	WILL	Public Polling	Media Analysis	Policy-Decision Maker Rating Scales
		Deliberative Polling Poll Booth Polling	Media Content Analysis Bellwether Evaluation	Contribution Analysis
	AWARENESS	Focus Groups Contribution Analysis	Contribution Analysis	
		PUBLIC	INFLUENCERS	DECISION MAKERS
<b>AUDIENCES</b>				

Matrix 6: Payday Lending Methods

CHANGES	ACTION	Percentage & ratings of awareness and will over time; insights into factors, re: changes.	# & quality of mentions in media; qualitative assessment of influencer awareness & support	percentage ratings of awareness, support of decision-makers
	WILL	Not done	Analysis of Calgary Herald Coverage Bellwether tracking of Philanthropic Champions actions	Informal tracking with key civil servants, politicians and Credit Union Leaders
		AWARENESS		No formal contribution analysis
			PUBLIC	INFLUENCERS
<b>AUDIENCES</b>				