

WEBINAR


Measurable Outcomes for Grants Results Funders Care About




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QUESTION

What's One Word That Comes to Mind When You Hear Outcomes?



Outputs vs Outcomes vs Impact

Let's clarify the terms

- **Outputs** are what you do (like the number of workshops).
- **Outcomes** are the changes that happen (like improved skills).
- **Impact** is the long-term transformation (like reduced poverty).

Illustrative Example



A nonprofit organization might offer a training program as an **output**, see an increase in participants' skills as an **outcome**, and ultimately observe reduced poverty in the community as an **impact**.

POLL

What's Your Biggest Challenge with Outcomes?



Why Funders Care About Outcomes

Funders need to see the change their money is creating.

Outcomes help them measure return on investment, prove community benefit, and decide whether to continue or increase funding.

It's about impact, not just activity.



Common Mistakes When Reporting Outcomes

- Confusing outputs with outcomes
- Using vague language like 'helped many'
- Not connecting to funder priorities
- No baseline data or comparison points
- No clear data collection plan
- Only reporting success
- Prioritizing quantity over quality



Setting Outcome Goals Funders Care About

Use SMART goals:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

Align your goals with what the funder cares about. For example: 'Increase job placement rate from 40% to 60% within 12 months.'



Tools for Tracking Outcomes

You Don't Need Fancy Systems

Start simple:

- Google Forms or Sheets
- Airtable
- SurveyMonkey for feedback
- Excel with built-in charts

Use what you already have and can maintain.

“If you can't measure it,
you can't improve it.”

- Peter Drucker



Good vs. Great Outcome Reporting

- **Good reporting:** We served 200 people.
- **Great reporting:** Of the 200 served, 85% reported reduced anxiety.

Use real numbers and clear outcomes.
Funders want to see change, not just effort.



Telling a Better Story with Your Data

Build trust and paint a full picture of your work's value

- Combine data with stories
- Add visuals like charts and photos
- Share what's working and what's not



Key Takeaways

- The difference between outputs, outcomes, and impact
- Set outcome goals that make sense to funders
- Get tools for measuring and reporting outcomes, even with limited time or staff
- Use your data to tell a stronger story and improve your chances of getting funded



Questions



Share Your Feedback About Today's Webinar

We'd love to hear your thoughts, please give your feedback in this quick survey.

Next Webinar

Tuesday, August 26th | 1pm EST

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