

# social impact management and measurement

## Measuring Program Performance Is Important to CEOs of Nonprofit Organizations

Nonprofit organizations understand the importance of measuring and communicating the performance of their programs.

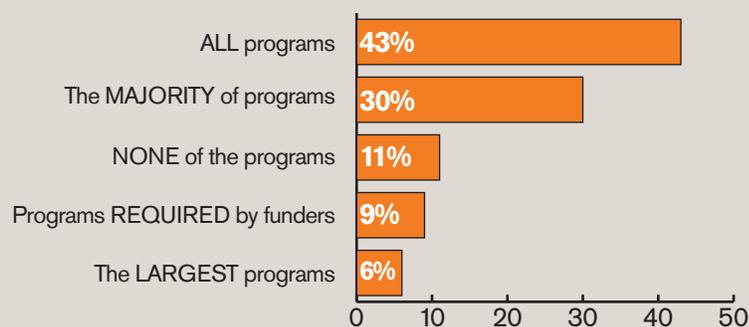
**93%**

of CEOs agree that program performance measurements are an important source for decision making.

**83%**

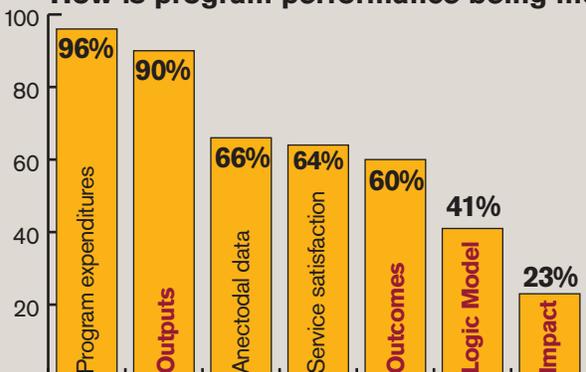
of CEOs agree that measuring program performance is an important promotional tool.

### Which programs' performances are most commonly measured?



## Most Nonprofits Track Expenses or Outputs, But Fewer Measure Impact

### How is program performance being measured?



**Output Tracking:** recording the number of individuals receiving the program services.

**Outcome Measurement:** verifying if the program goals are being met.

**Logic Model:** using a road map created before the start of a program in order to plan for resources, activities, outputs and outcomes expected.

**Impact Measurement:** gathering control and comparison data over time to evaluate the impact of using the program services as compared to not using them.

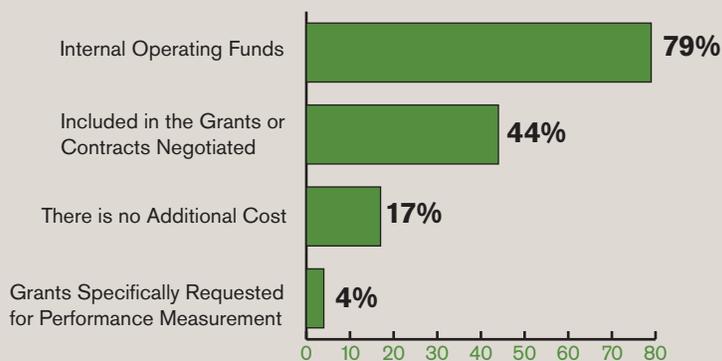
## Spreadsheets Are the Most Frequently Used Tools for Performance Measurement

### What tools are used to measure program performance?



# Funding Social Impact Measurement Is an Ongoing Challenge

## How is program performance funded?



**86%**

of nonprofit organizations wish they had more funding to execute impact measurement

**81%**

of nonprofits say they need information on grant funding for impact measurement

## Nonprofits Have a High Interest In Building Their Capacity for Measuring Social Impact

### What resources are nonprofits most likely to use?

Training

Communities of Practice

Best Practices

Grant Writing

Program Evaluators

**71%**

**67%**

**79%**

**63%**

**47%**

Would participate in training on different performance management methodologies and tools.

Would be interested in a community of practice where they could learn from each other how to improve social impact.

Would utilize knowledge about best practices from other organizations with similar programs.

Would participate in training on how to write grants requesting funding for performance measurement purposes.

Would utilize a list of external nonprofit program evaluators.

## More insights

### Social Impact Measurement Certificate

Learn to measure what matters. An 8-week, online certificate from the Nonprofit Management Institute. [lodestar.asu.edu/simcert](http://lodestar.asu.edu/simcert)

### Culture of Evaluation Workshops

Integrate social impact measurement into the decision-making culture of your organization. [lodestar.asu.edu/coe](http://lodestar.asu.edu/coe)

The Research and Knowledge Resources unit at the ASU Lodestar Center is examining the capacity and needs of nonprofits with regard to impact measurement, defined as the process used by nonprofit organizations to measure and/or evaluate the effectiveness of their programs in delivering their social mission. With the increased emphasis on measurement of social impact, nonprofits are looking to us for training, assistance, and research on this important nonprofit capacity.

Information on this report derives from a survey of CEOs of Nonprofit Organizations in Arizona. A total of 79 CEOs responded to the survey. We asked participants to comment about program performance measurement and evaluation practices in their organizations.

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