

The Six Types Of Impact Data You Should Be Capturing

The six types of impact data you need to provide evidence for funders and internal stakeholders.

USER DATA

To ensure your services are reaching the right people it is important to find out the background or characteristics of your beneficiaries. Depending on who you are targeting services to this could include their gender, age, ethnicity, disability, sexuality, postcode, etc.



OUTPUTS DATA

Outputs are the numbers relating to the delivery of your project or service. This could include:

- The number of people being supported
- How long people use your service for
- The number of activities being delivered
- The number of materials distributed



OUTCOMES DATA

Outcomes are the changes experienced by beneficiaries. Depending on the length of your service, you may want to measure both short-term and long-term outcomes.



FEEDBACK

One of the main ways of improving your services is to capture and analyse the feedback given by beneficiaries and other people who may be impacted.



STORIES AND CASE STUDIES

Data matters, but stories are key to inspiring people. Your team should be developing a bank of stories and regularly sharing these amongst staff, trustees and volunteers. The best fundraisers find and connect with stories themselves, rather than relying on second-hand accounts.



IMPACT DATA

If your project or service aims to make a difference in the long-term or on a wider scale, you can capture impact data. This type of data requires a rigorous methodology, usually involving a comparison group. This is the hardest data type to collect, so you may prefer to use your time focusing on capturing the data types above.



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