

# Submittable



**The Best Questions to Ask for  
Measuring Impact**

# Agenda

- Introduction
- Principles to guide you
- Tactics to get it done
- Templates to borrow from
- Tools to look for
- Resources to help
- Q&A



# Introduction




# Measure Impact

86%

of customers who use Submittable's reporting tools achieved one or more of the following:

- Performing data analysis
- Identifying insights or trends
- Answering stakeholder questions
- Making data-driven decisions
- Reporting on impact



**Submittable's  
report feature  
that pulls directly  
from applications  
is incredibly  
valuable to our  
organization and  
saves us so much  
time.**

Danielle Hall,  
Coordinator, D'Addario  
Foundation

# Meet DEI Goals

**Nearly  $\frac{2}{3}$  of customers say  
Submittable helped them reach  
their DEI goals, including:**

- Running a more inclusive application process
- Running a more objective review process
- Creating a new opportunity specifically to meet their goals





PHASE 1

PHASE 2

PHASE 3

Collect  
underpants

?

Profit



**Principles to guide you**



# Principles to Guide You



Prioritize the work



Do your part



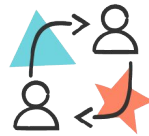
Center people



Embrace the complexity



Think holistically



Be humble



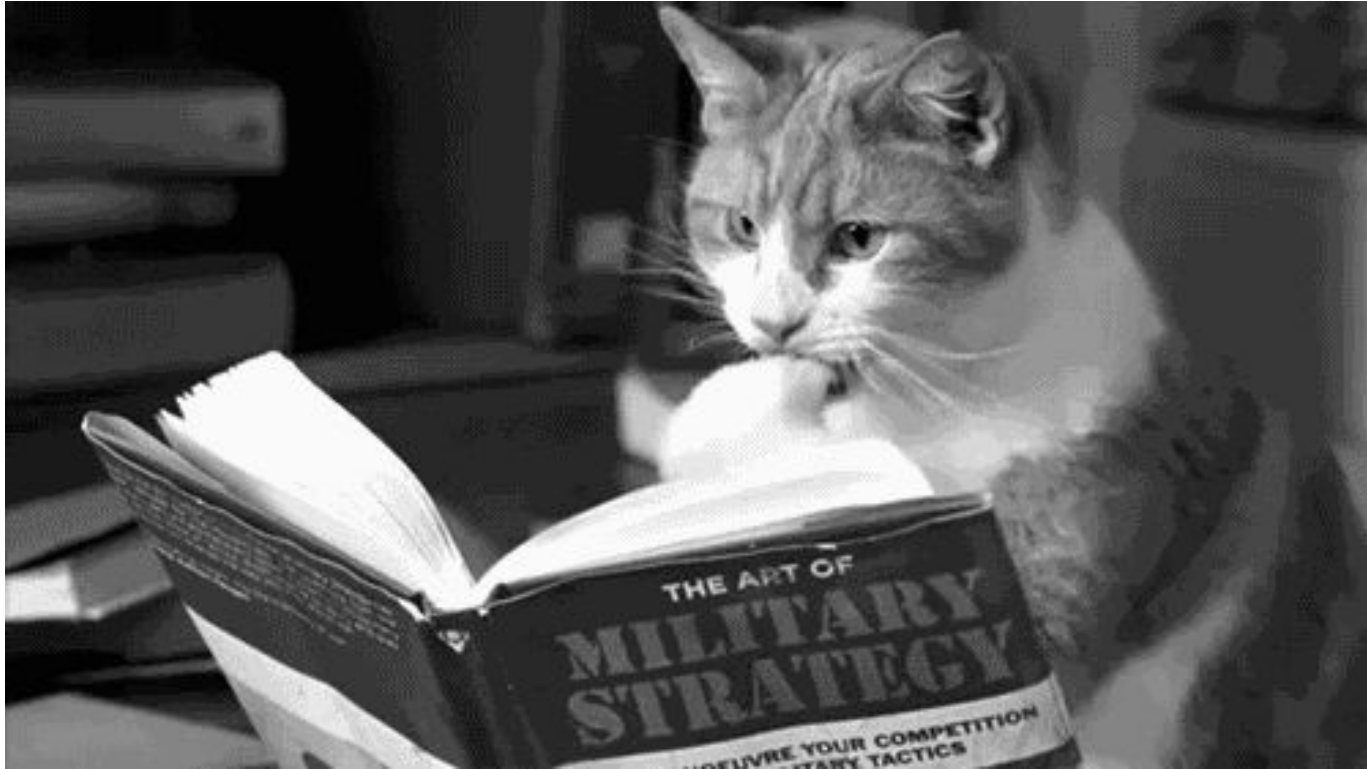
Apply an equity lens





# Tactics to get it done





## #FixTheForm Full Results



# Prioritize the work

- Survey your team
- Only ask for what you need
- Don't ask for what you already have (that's just lazy)
- Make it easy and convenient



# Do your part

- Answer what you can
- Input data or files yourself
- Learn how you can help
- Take action on feedback
- Enlist external evaluators



# Center people

- Ask open-ended questions
- Choose the best way to ask
- Accept diverse file types
- Don't over-value quantitative data



# Embrace the complexity

- Consider the timing
- See the benefits of risk-taking
- Celebrate learnings and growth



# Think holistically

- Consider both outputs and outcomes; projects and programs
- Seek insights both micro and macro
- Share insights
- Consider context





# Be humble

- Always be learning
- Use the same measurement tool the grantee uses
- Rely on a framework
- Ask the grantee how they define success
- Find out how the ultimate beneficiaries define success



# Apply an equity lens

- Be curious about how your existing framework came to be
- Listen and learn
- Don't judge on grammar or "professionalism"
- Work actively for a more equitable process



# Templates to borrow from



# Themes to Cover

- What is going well?
- What have you learned?
- How can we better support you?



# Whole Cities Foundation

*Online form (Excerpt)*

- How have things been going?! Please tell us about your project's recent activities. \*
- What has the funding from Whole Cities enabled your project to accomplish during this reporting period? \*
- How have you measured the success of your fresh, healthy food access work and what have you found? Please be sure to include at least one **QUANTITATIVE** measure. \*
- What, if anything, has not gone well with the project and why? \*
- Optional: We love hearing directly from community members participating in your project. Please share one or more quotes or testimonials from community members who have been involved with or affected by the project.
- Optional: We want to continually improve our support for our valuable community partners. Please tell us what you like about working with Whole Cities Foundation and if you see ways that we can improve our support, communications, etc.



# Miami Foundation

*Online form (Excerpt)*

- **Activities Measures:** Please describe the main activities you proposed and results for each. \*
- **Outcomes Measures:** Please describe the main outcomes you proposed and results for each. \*
- **Across all of your work, what did your organization learn over the past year?** This may include challenges you overcame, adaptations you made, or new opportunities you identified. \*
- **Share a Story:** Share a story that reflects your work and/or successes that you are particularly proud of. (Optional)
- **Is there anything else you would like to share about your current work or the communities you work with?** (Optional)



# Thousand Currents

*Format determined by grantee*

- What would you like us to know about your work and what has happened in your organization over the past year?
- Additionally, if you have any recent photos, videos, interviews, or news articles about your work that you would like to share with us, please send them as separate attachments.
- If you have prepared reports for other funders that cover the information that you would like to share with Thousand Currents, we welcome you to submit those instead of writing a new report.



# Robert Sterling Clark Check-In Analysis tool (CHAT)

*Recorded conversation (excerpt)*

- Are there any big developments in your organization overall that you want to talk about? Are you wrestling with any big strategic questions?
- How does your organization assess its performance? What does your Board care most about when it comes to assessing organizational performance?
- Having healthy relationships with grantees is really important to us. Any advice for us about what we could do to continue to cultivate that with you and your organization? What's most helpful and least helpful about our process, the way we communicate, anything else that comes to mind?
- Are there any additional resources or opportunities we could be offering to support your organizational health and leadership programming?
- One of our core values is equity – racial and otherwise. We're trying to embed equity more squarely into our practice. We're curious – how do you see your leadership work as equity work? Do you have any advice for us on how to better practice equity as a foundation?





# General Service Foundation

*Verbal reporting with staff taking notes*

- What do you want us to know about your work over this last period?
- What are the strategic questions you are grappling with?
- How can we help?



# Tools to look for



## #FixTheForm Full Results



# Tools to look for

- Easy to use, auto-saving, and editable for grantees
- Accept diverse file types
- All application and follow up material is organized and housed together
- Allow for your team members to input data
- A data aggregator



# Resources to help



# Resources

- **Impact Audio:** Impact Audio features short conversations (and a few longer ones) with social impact experts and practitioners. We cover the world of philanthropy, nonprofits, corporate citizenship, and social change.
  - <https://www.submittable.com/impact-audio/>
- **The Review:** Stay up-to-speed on all things social impact and grantmaking with The Review—delivered twice a month and penned by industry leader Sam Caplan.
  - <https://www.submittable.com/newsletter/>
- So. Much. More! → <https://www.submittable.com/resources/>



**Questions?**



# Submittable

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