

#ccevents

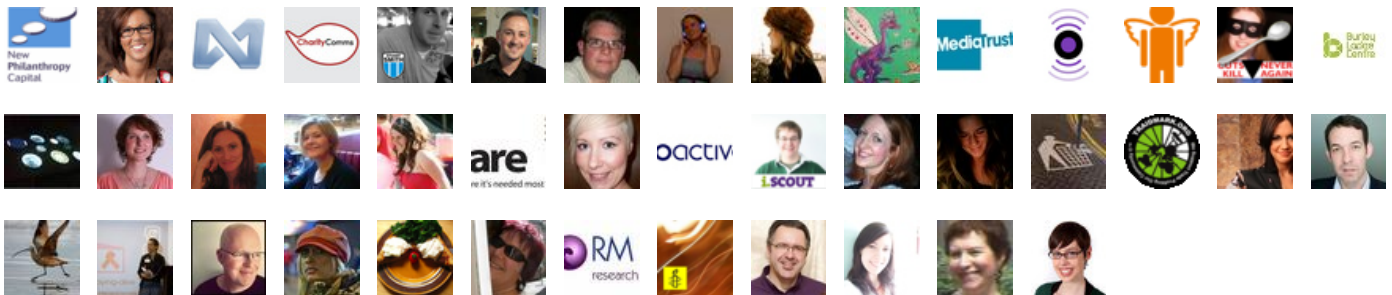
Measuring and Communicating your Impact

Tweets from the Measuring and Communicating your Impact Conference

Trending Words

rt, impact, charities, @charitycomms:, @media_trust:, -, w/out, great, reporting, tris, stories, @charitycomms, @oxfamgb, &

Event Participants





RT @CharityComms: Audioboo: Why impact reporting matters, Tris Lumley @NewPhilanthropy <http://t.co/RK4tN7O> #ccevents

01-Jul-11 08:51 | NewPhilanthropy



@dustpars glad you're part of the team. #CCEvents

30-Jun-11 16:31 | sandiashton



RT @CharityComms: Audioboo: Using stories in social media to engage supporters, Claudine Snape @AsthmaUK <http://t.co/OctDc7p> #ccevents

30-Jun-11 14:22 | netXtra



Audioboo: Using stories in social media to engage supporters, Claudine Snape @AsthmaUK <http://t.co/OctDc7p> #ccevents

30-Jun-11 10:45 | CharityComms



Audioboo: Why impact reporting matters, Tris Lumley @NewPhilanthropy <http://t.co/RK4tN7O> #ccevents

30-Jun-11 10:44 | CharityComms



Audioboo: Getting staff involved in impact reporting, Emma Harrison, @ActiononHearing <http://t.co/rRP2SuF> #ccevents

30-Jun-11 10:44 | CharityComms



RT @Media_Trust: Loving the idea that @oxfamgb award a cake every month for a mistake made. They value learning by experience that much! #ccevents

29-Jun-11 21:29 | StuartUnited



What a day! Spoke at @CharityComms #ccevents, now off to do some recording with @emilymules before seeing Akira at @BarbicanCentre. Phew!

29-Jun-11 16:22 | ericwhelan



RT @Media_Trust: When sharing bad news Julie Wood @oxfamgb advises telling staff first so that they don't find out on 10pm news #ccevents

29-Jun-11 16:05 | netXtra



RT @ericwhelan: Just completed my talk on charities using multimedia at @CharityComms #ccevents. Packed room with some great organisations present!

29-Jun-11 16:00 | netXtra



A great day. Thanks to everyone @CharityComms for a great event, inspiring presentations and really interesting #charity delegates #ccevents

29-Jun-11 15:58 | netXtra



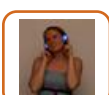
@SeanGreentree Thank you for coming! I'm glad you got something useful out of it as that was the key aim, haha! #ccevents

29-Jun-11 15:55 | ericwhelan



@ericwhelan Thanks for a great presentation today at @CharityComms. Audioboo is my biggest take-away from today! It's brilliant! #ccevents

29-Jun-11 15:49 | SeanGreentree



RT @Media_Trust: Loving the idea that @oxfamgb award a cake every month for a mistake made. They value learning by experience that much! #ccevents

29-Jun-11 14:18 | lizzie_banks



RT @Media_Trust: Loving the idea that @oxfamgb award a cake every month for a mistake made. They value learning by experience that much! #ccevents

29-Jun-11 13:51 | sammyecclescake



RT @CharityComms: Another common problems: charities focusing on outputs, not outcomes. Outcomes are changes in people's lives. #ccevents

29-Jun-11 13:33 | hark_the_herald



RT @netXtra: Only 40% of Charities communicate the impact of their outcomes! Interestingly low stat #ccevents

29-Jun-11 13:33 | hark_the_herald



When sharing bad news Julie Wood @oxfamgb advises telling staff first so that they don't find out on 10pm news #ccevents

29-Jun-11 13:29 | Media_Trust



Top tip for communicating difficult info: have system in place to ensure staff, volunteers, donors find out from you not the news #ccevents

29-Jun-11 13:27 | CharityComms



Recent case of fraud in Indonesia; it is a scary thing to share with the public - and donors - but openness is essential @oxfamgb #ccevents

29-Jun-11 13:23 | CharityComms



Case study 1: @oxfamgb has a yearly accountability report. It lists deaths, injuries, fraud, and is tracked over the years. #ccevents

29-Jun-11 13:20 | CharityComms



RT @CharityComms: Embarrassment is not a reason to hide the truth - Julie Wood, @oxfamgb #ccevents

29-Jun-11 13:16 | FionaArt



Embarrassment is not a reason to hide the truth - Julie Wood, @oxfamgb #ccevents

29-Jun-11 13:15 | CharityComms



Julie says @oxfamgb has obligation to report anything unless it puts staff, partners or beneficiaries at risk. #ccevents

29-Jun-11 13:13 | CharityComms



Time for Julie Wood from @oxfamgb talking about transparency #ccevents

29-Jun-11 13:12 | CharityComms



Use stats to give your impact report the 'ring of truth' - verisimilitude. Be specific & add a bit of humour! @nfpSynergy #ccevents

29-Jun-11 13:00 | Media_Trust



At CharityComms conference. Learning all about measuring and communicating impact. Watch this space.....#ccevents

29-Jun-11 12:22 | burleylodge



RT @netXtra: Only 40% of Charities communicate the impact of their outcomes! Interestingly low stat #ccevents

29-Jun-11 12:00 | petambu



Hi #ccevents delegates in Annual Report break out sesh, how do you measure the impact of your report? What does it achieve for your orgs?

29-Jun-11 11:56 | Media_Trust



Sad I'm missing #ccevents today. Social media + digital stories stuff sounds fab

29-Jun-11 11:53 | gambollingsylph



RT @CharityComms: Digital storytelling is different, because it invites the listener to become part ofr story #ccevents

29-Jun-11 10:58 | samsassyjay



If anyone at #ccevents wants to chat about how we can support you in demonstrating your impact, please visit our stand.

29-Jun-11 10:56 | coactiva



Interesting to hear that "action on hearing loss" have their outcomes and strategy on every staff members desktop #ccevents

29-Jun-11 10:53 | coactiva



Digital storytelling is different, because it invites the listener to become part ofr story #ccevents

29-Jun-11 10:46 | CharityComms



I'm in Breakout B: using social media to shout about impact with Claudine Snape from Asthma UK #ccevents

29-Jun-11 10:45 | CharityComms



@lillyringlet What's #ccevents?

29-Jun-11 10:44 | Davidc20



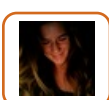
RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 10:43 | RachelBrown4043



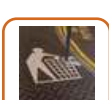
#Ccevents going really well but so good my hand is going to Cain by lunch!

29-Jun-11 10:42 | lillyringlet



RT @Media_Trust: Tris from NPC says "Take a comms led approach to your impact reporting. Ask your audiences what they want & need to hear." #ccevents

29-Jun-11 10:37 | Owl_food



Can @WEBiversity help u? RT @charitycomms: @Impact @Conference has kicked off with Tris Lumley from @NewPhilanthropy #ccevents

29-Jun-11 10:33 | whymandesign



Can @WEBiversity help u? RT @charitycomms: @Impact @Conference has kicked off with Tris Lumley from @NewPhilanthropy #ccevents

29-Jun-11 10:33 | traidmark



Is at the "measuring and communicating your impact" conference. #ccevents

29-Jun-11 10:20 | coactiva



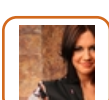
A: Created one page doc for everyone, and had working groups to help set objectives. #ccevents

29-Jun-11 10:19 | CharityComms



Q: How do we get all staff to understand mission, vision and objectives? #ccevents

29-Jun-11 10:17 | CharityComms



RT @Media_Trust: Top tip @ActionOnHearing re successful impact reporting incl internal collaboration, mix of stats & stories, use right channel #ccevents

29-Jun-11 10:07 | JuCostley



RT @CharityComms: Start a dialogue with donors - ask them why they give (quite easy if you use online donations) #ccevents

29-Jun-11 09:56 | richardacraig



RT @RolandMarden: RT @netxtra: Only 40% of Charities communicate the impact of their outcomes! Interestingly low stat #ccevents

29-Jun-11 09:55 | richardacraig



#ccevents Financial transparency is very important when communicating with donors...

29-Jun-11 09:55 | netXtra



RT @CharityComms: Another common problems: charities focusing on outputs, not outcomes. Outcomes are changes in people's lives. #ccevents

29-Jun-11 09:54 | richardacraig



RT @CharityComms: How can an organisation be successful without knowing what it needs to achieve & whether it is doing so or not? #ccevents

29-Jun-11 09:54 | richardacraig



RT @CharityComms: Funders might like to focus on numbers, but add a few pull quotes from case studies to your reports #ccevents

29-Jun-11 09:53 | fundingqueen



Case studies are proving to be a key element in communicating results. Our clients, like RNID, love video for tangibility #ccevents

29-Jun-11 09:53 | netXtra



Funders might like to focus on numbers, but add a few pull quotes from case studies to your reports #ccevents

29-Jun-11 09:53 | CharityComms



Each team knows exactly where and how they contribute to the overall strategy #ccevents

29-Jun-11 09:47 | CharityComms



RT @Media_Trust: Tris from NPC suggests charities need to be better at not just talking about their outputs but their crucial outcome stories #ccevents

29-Jun-11 09:43 | feyitweets



Next up: Emma Harrison from @actiononhearing talking about strategy #ccevents

29-Jun-11 09:41 | CharityComms



Donors buy into a vision - so tell a coherent story about how you are contributing to that vision #ccevents

29-Jun-11 09:38 | CharityComms



Does all your activity fit into one coherent strategic plan? #ccevents

29-Jun-11 09:35 | CharityComms



RT @bw58: RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 09:31 | stevebridger



@clickclackclare That's alright! Glad that they are helpful #ccevents

29-Jun-11 09:30 | CharityComms



Q: What if your outcomes aren't easy to capture? What standard should you use? #ccevents

29-Jun-11 09:22 | CharityComms



Tris from NPC says "Take a comms led approach to your impact reporting. Ask your audiences what they want & need to hear." #ccevents

29-Jun-11 09:20 | Media_Trust



RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 09:17 | bw58



RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 09:16 | CharityComms



RT @ericwhelan: If you're at @CharityComms #ccevents today, I'll be looking at examples of charities using multimedia content today in Breakout F.

29-Jun-11 09:15 | CharityComms



RT @CharityComms: We need to be clear & honest about the stats we produce - not only what they are, but how we got them #ccevents

29-Jun-11 09:14 | netXtra



Start a dialogue with donors - ask them why they give (quite easy if you use online donations) #ccevents

29-Jun-11 09:14 | CharityComms



#ccevents Great presentation by Tris Lumley measuring the impact of outcomes... <http://t.co/03yLLEM>

29-Jun-11 09:13 | netXtra



If you're at @CharityComms #ccevents today, I'll be looking at examples of charities using multimedia content today in Breakout F.

29-Jun-11 09:13 | ericwhelan



We need to be clear & honest about the stats we produce - not only what they are, but how we got them #ccevents

29-Jun-11 09:09 | CharityComms



#ccevents Donations can be directly associated to number of smiley faces on a fundraising image. 1 face is actually better than 2 #charity

29-Jun-11 09:08 | netXtra



RT @netxtra: Only 40% of Charities communicate the impact of their outcomes! Interestingly low stat #ccevents

29-Jun-11 09:04 | RolandMarden



Tris Lumley thinks @mariecurieuk is good at setting its performance against overall targets in its reporting #ccevents

29-Jun-11 09:03 | CharityComms



RT @Media_Trust: Tris from NPC suggests charities need to be better at not just talking about their outputs but their crucial outcome stories #ccevents

29-Jun-11 09:02 | RuthStivey



RT @CharityComms Our Impact Conference has kicked off with Tris Lumley from @NewPhilanthropy #ccevents @trism1

29-Jun-11 09:01 | NewPhilanthropy



RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 08:59 | SoundsPos



What are you learning, and how can you improve? Show that you are learning from failures. #ccevents

29-Jun-11 08:58 | CharityComms



RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 08:58 | netXtra



@SarahArnesenH Glad you enjoyed the pastries :) #ccevents

29-Jun-11 08:57 | CharityComms



Only 40% of Charities communicate the impact of their outcomes! Interestingly low stat #ccevents

29-Jun-11 08:56 | netXtra



Another common problems: charities focusing on outputs, not outcomes. Outcomes are changes in people's lives. #ccevents

29-Jun-11 08:56 | CharityComms



One common problem: charities aren't saying how big the problem they are trying to solve is, or how much of it they are addressing #ccevents

29-Jun-11 08:54 | CharityComms



Key questions to communicate impact: What is the problem?What are we doing to address it?What are we achieving - &how do we know? #ccevents

29-Jun-11 08:51 | CharityComms



How can an organisation be successful without knowing what it needs to achieve & whether it is doing so or not? #ccevents

29-Jun-11 08:49 | CharityComms



Our Impact Conference has kicked off with Tris Lumley from @NewPhilanthropy #ccevents

29-Jun-11 08:48 | CharityComms



RT @Media_Trust: Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 08:48 | AnnWalkerWEA



Great impact reporting mantra to remember "No stories w/out numbers. No numbers w/out stories." #ccevents

29-Jun-11 08:47 | Media_Trust



We're underway at @charitycomms event. First up... Tris Lumley. Great stuff... #ccevents

29-Jun-11 08:42 | netXtra



Ok... Let's test the @charitycomms hashtag #ccevents

29-Jun-11 08:39 | SeanGreentree



Just arrived at St Albans Centre and waiting for the CharityComms Conf to kick off! Really tasty Danish pastries a good start! #ccevents

29-Jun-11 08:30 | SarahArnesenH



Looking forward to @charitycomms conference tomorrow #ccevents. Hope to see some of you there and chat over coffee.

28-Jun-11 14:27 | Media_Trust



In the midst of preparing for our Measuring & Communicating Impact conference tomorrow - hallo to anyone coming along. #ccevents

28-Jun-11 09:47 | CharityComms