

Black Vanilla



Communicating Impact Effectively

12 October 2024



The Agenda

- Why Communicating Impact Matters
- Defining Impact: Quantitative vs. Qualitative
- The Power of Storytelling
- Tailoring Impact for Different Audiences
- Interactive Q&A and Discussion

What do you
associate with
the word
'impact'?



Why Communicating Impact Matters

- Impact influences donor engagement, public perception, and brand building.
- Strong impact stories build trust and strengthen your brand by connecting actions to purpose.

Think of a time when a story
(in the news, social media, or
from a friend) moved you to
take action. What made it
powerful for you?



What is Impact in a Charity Context?

- Quantitative Impact: Facts, figures, and metrics (e.g., number of people served, meals provided).
- Qualitative Impact: Personal stories and testimonies that demonstrate how lives were changed.



- Use real life examples
- Use local/culturally relevant examples
- Emotion & empathy
- Clear call to action
- Visuals & imagery
- Transparency

Ingredients of storytelling



- Data can feel distant, but storytelling makes it personal and memorable.
- Example: “We provided clean water to 2,500 families” vs. “Meet Sarah, a mother who no longer has to walk 5 miles to get clean water for her children.”

Tell a story



Autism Guernsey needs to find £125,000 a year

About £125,000 per year needs to be found in order for Autism Guernsey to continue running its children's services, according to the charity's services manager.

There's always 'somewhere to talk' at Grow

May 24, 2024



[Share on LinkedIn](#) [Twitter](#) [Facebook](#) [Email](#)

Grow, in St Sampsons, has been chosen as the latest destination for talking benches as the organisers of this initiative continue their quest to place benches in every parish.

Each bench is inscribed 'Because we care.'

Dame Deborah James 'saved my life from bowel cancer'

Broadcaster and campaigner Dame Deborah James died two years ago this week.

Published Jun 24 | Last updated Jun 24



A mother-of-three has told how Dame Deborah James helped save her life from deadly bowel cancer.

Schools using therapy dogs to calm pupils in classrooms

THERAPY dogs in schools have helped calm students, increase attendance and allow them to sit exams.

Guernsey Employment Trust – Meet Anna

Each day this week, we meet someone supported into the workplace by Guernsey Employment Trust.

September 20, 2020



[Share on LinkedIn](#) [Twitter](#) [Facebook](#) [Email](#)

During lockdown Guernsey Employment Trust (GET) celebrated their 5th Anniversary. Plans for a party were unfortunately cancelled and instead the charity reflected on their successes and challenges with helping disabled people and those with health conditions to find and maintain employment.

Powerful Stories

WHERE WOULD GUERNSEY BE #WITHOUTUS?



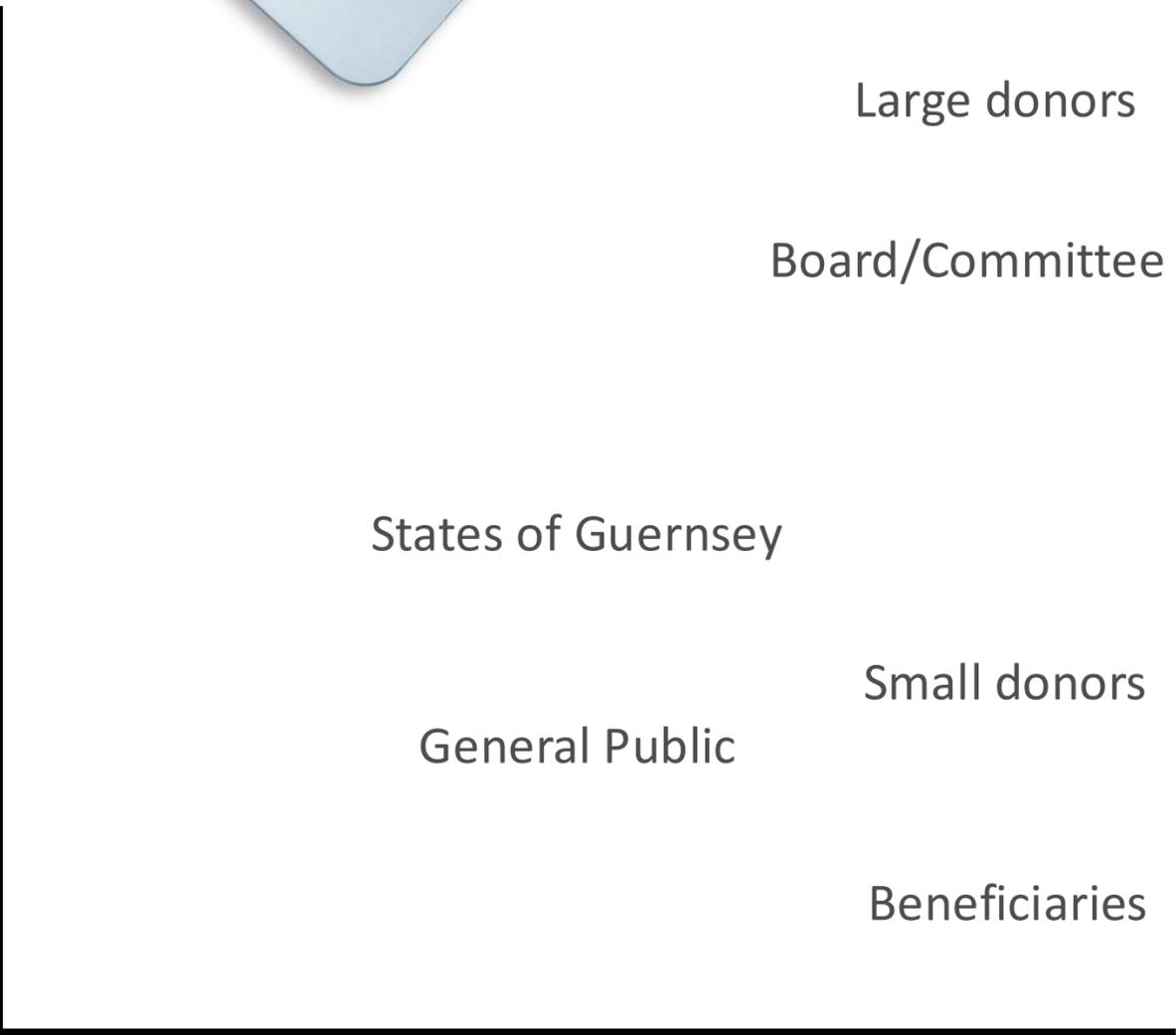


- **Donors:** Want to see how their money made a difference (numbers + emotional stories).
- **Beneficiaries:** Need to understand what tangible benefits they will receive.
- **Volunteers:** Want to know how their time and efforts contribute to change.
- **Media:** Require both credible data and human interest stories.

Different Audiences



Power



Interests

t



Bring it Together

- Communicating impact is essential for donor engagement, brand building, and furthering your charity's mission.
- Use a balance of quantitative and qualitative data to tell compelling stories.
- Tailor your message for different audiences to make sure the right message reaches the right people.

Q&A

Thank you

krista@black-vanilla.co.uk