

# The Importance of Outcomes

An outcome shows the true value a nonprofit provides to its constituents and its community. As stated in Convergent Principal Tom Ralser's book, *Asking Rights: Why Some Nonprofits Get Funded (and some don't)*, if the program is what a nonprofit *does* and the output is the *product* of what it does, the outcome is what happens *because* of that product.

Thus, the importance of providing outcomes as part of a successful fundraising effort is easy to grasp. Outcomes are essential in earning the right to ask for big dollars. But a careful approach must be taken in evaluating your outcomes. The very first step is determining which of your outcomes are most valuable to your investors.

Positioning your value to the community by developing Investable Outcomes™ moves your organization from transactional fundraising to a more transformational level. Positioning and communicating them effectively will allow you to utilize their critical fundraising advantage and justify large investments in your campaign.

Considerations:

## KEEP IT SIMPLE

A limited number of clear, focused outcomes is best. Nuance and the ability to go deeper can be beneficial but are typically best utilized as a second layer in measuring impact.

## VALUE PROPOSITION

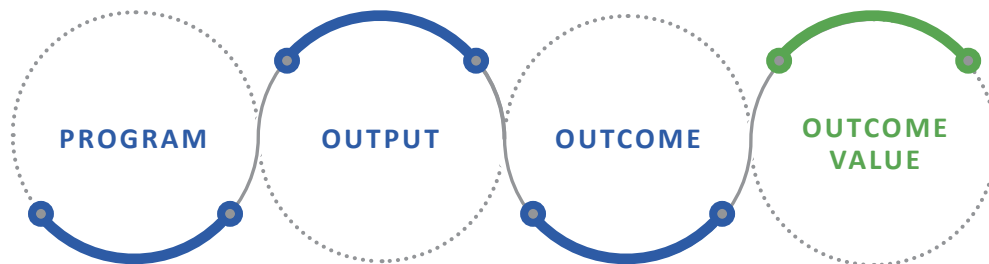
Does the outcome signify clear and specific value?

## DATA INTEGRITY

Can you access appropriate, consistent information to monitor the outcome?

## DIRECT VS. INDIRECT IMPACT

Is the outcome directly driven by the program? If not, can the other factors be monitored to maintain a clear understanding of the indirect impact?



**THE CLASSIC LOGIC MODEL** strives to get beyond the output level, which describes measures of internal activity, to the outcome level, which describes how people's lives are changed. Outcomes are what really matter to outside funders and reflect not only an organization's effectiveness, but also its efficiency.

**GETTING BEYOND OUTCOMES** to the **Outcome Value** level is what really grabs the attention of investors. Those that do this are the nonprofits that are consistently funded.



**BETTER FUNDRAISING. BETTER RESULTS.**