

# LOGIC MODEL REDUX:

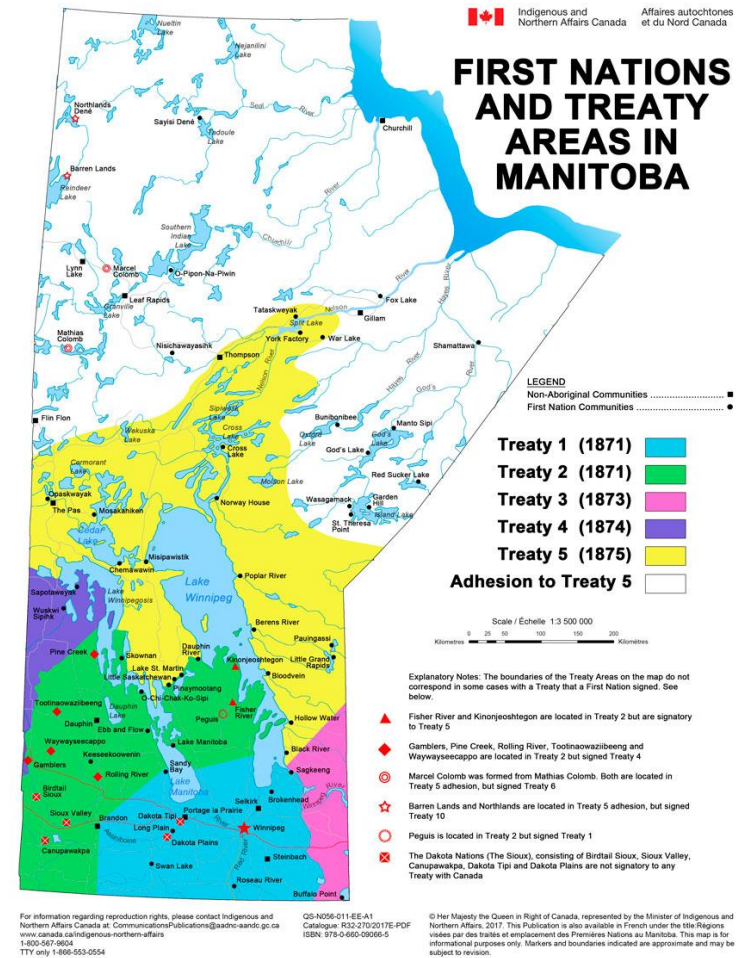
## How to shift from collecting data to demonstrating impact

Tracey Braun

#25NTC

[Collaborative Notes Link](#)

# WE ARE ALL Treaty People



- [Map \(larger image\)](#)
- [Treaty 1 Territory](#)
- [Territorial Acknowledgement as an act of reconciliation](#)

# TRACEY BRAUN

- Director, Nonprofit @ DTG
  - Salesforce Partner
- Nonprofit Consultant
  - 20+ years experience
- Project Manager, NPC P&C Mgt
  - Salesforce Commons Community



- [My LinkedIn](#)
- [My Trailblazer ID](#)
- [My Website](#)
- [DTG Website](#)
- [NPC CA Hub](#)



#1  
COLLECT

#2  
CONNECT

#3  
COMMUNICATE

# COLLECT

- Indicators and Outcomes
  - What impact needs to be reported?
  - Who is the audience?
  - SOURCES: Logic model theory of change, grant reports
- Data
  - What data is being collected now?
  - How can we fill the gaps?
  - SOURCES: CRM or data gathering tool, Excel spreadsheets, grant applications

# COLLECTING tips

- Use standard units of measure *aka* compare Okanagan apples to apples
- Look for data from unexpected sources *aka* ask your team to raid the inbox
- Start where you are *aka* the middle is a place too

# CONNECT

- Automated Solutions
  - CRM e.g. Salesforce Nonprofit Cloud
  - Database e.g. MySQL
- Manual Processes
  - Outcome register

# CONNECTING tips

- Document decisions and actions *aka* think of people who missed the meeting
- Create accountability *aka* be clear who updates the data and when
- Ask for help *aka* be someone's nineteenth goat rodeo

# COMMUNICATE

- Internal
  - Provide regular updates in different mediums e.g. staff meetings, CRM home pages
  - Make the outcomes easy to find and understand
- External
  - Create best practices for using outcomes in grant applications and reports
  - Be transparent but safeguard people's personal data
  - Look for partnerships to show larger trends

# COMMUNICATING tips

- Make it easy *aka* automate the request for information
- Be open to change *aka* failure is just a step to success
- Bring in the community *aka* build a bigger tent

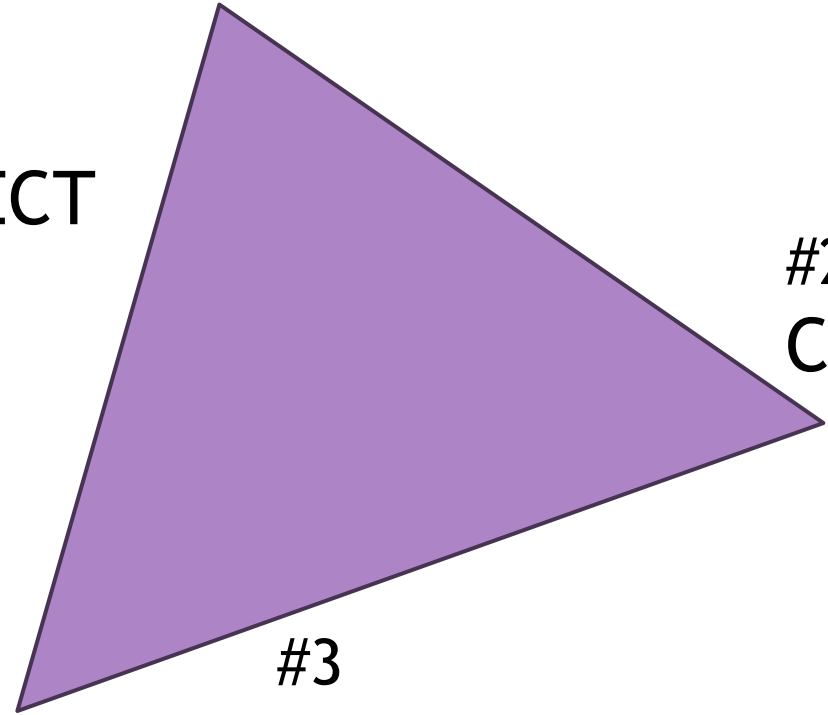
# REDUX

- Set up feedback processes early
- Take concrete action
- Be prepared for resistance
- Keep your end goals in mind

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# FINAL thoughts

- Starting where you are is better than not starting at all
- Data will always find a way
- Find your allies within and without

# Tracey Braun

Director, Nonprofit

**DTG – Digital Transformation Group**

[tracey@dtg-digital.com](mailto:tracey@dtg-digital.com)



Feedback is a gift – please share yours!