

# LOGIC MODEL REDUX:

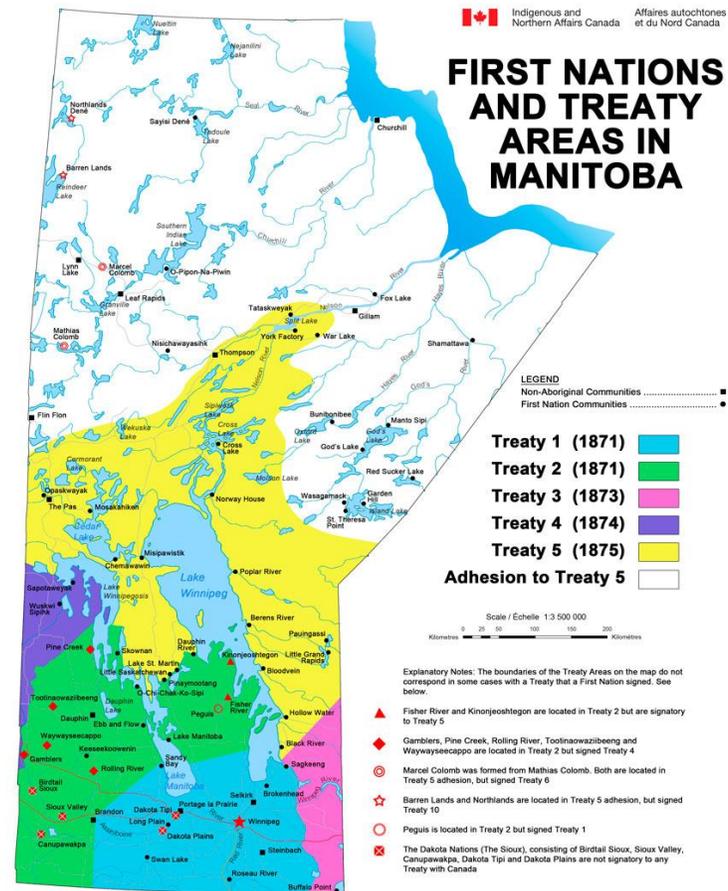
## How to shift from collecting data to demonstrating impact

Tracey Braun

#25NTC

[Collaborative Notes Link](#)

# WE ARE ALL Treaty People



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

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© Her Majesty the Queen in Right of Canada, represented by the Minister of Indigenous and Northern Affairs, 2017. This Publication is also available in French under the title Régions visées par des traités et emplacements des Premières Nations au Manitoba. This map is for informational purposes only. Markers and boundaries indicated are approximate and may be subject to revision.

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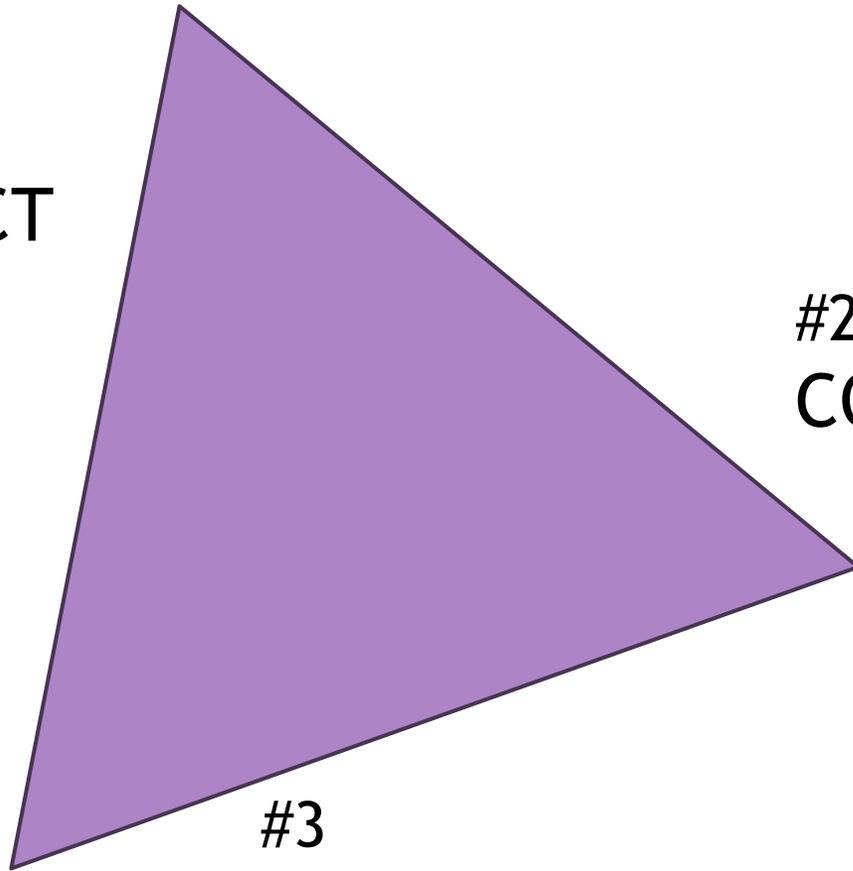


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**#1  
COLLECT**

**#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

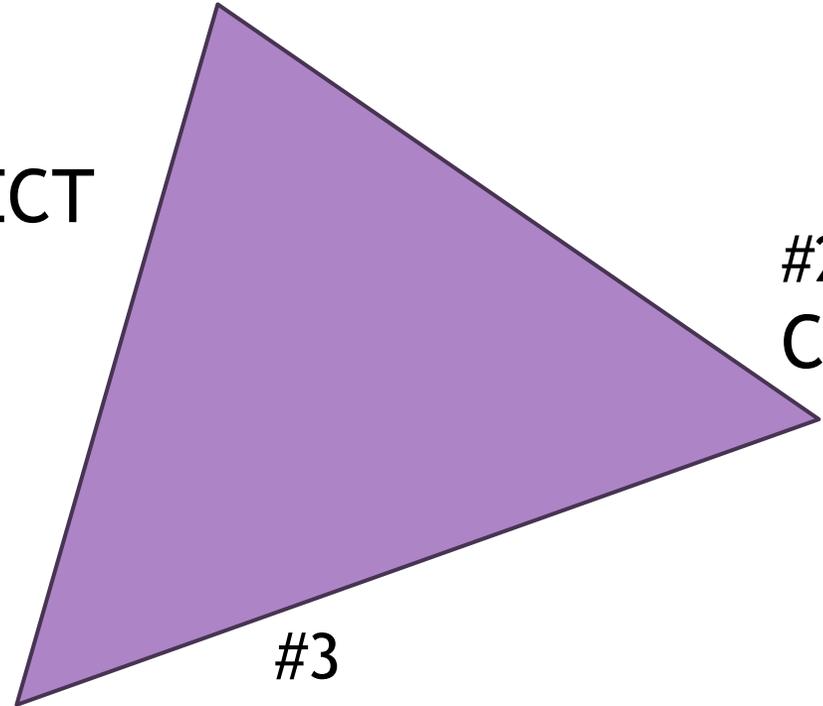
# REDUX

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

#1  
COLLECT

#2  
CONNECT

#3  
COMMUNICATE



# 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

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Feedback is a gift – please share yours!