

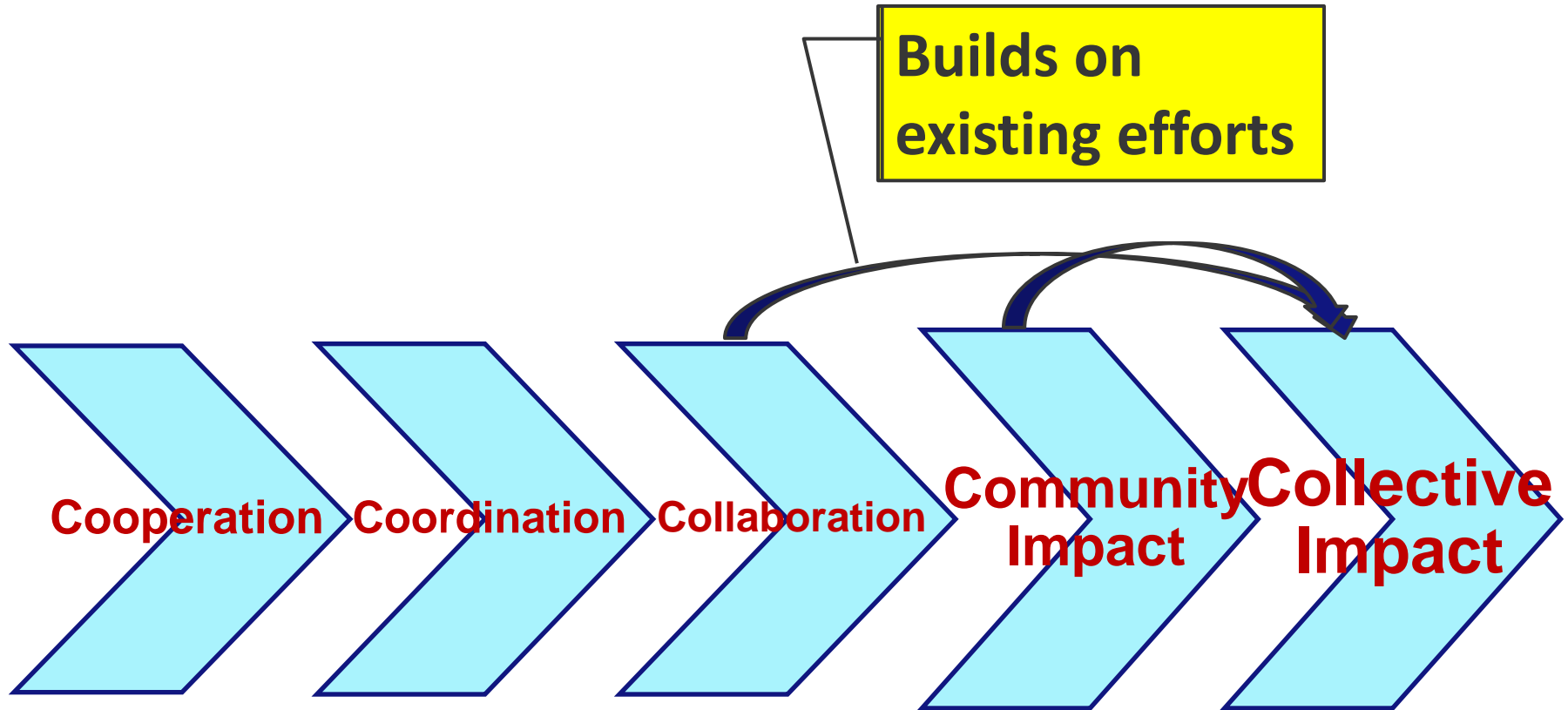
LIVE UNITEDTM



Collective Impact Basics

March 20, 2014

Continuum of Working Together



Preconditions of Collective Impact



- 1. Influential Champion**
- 2. Adequate Funding**
- 3. Sense of Urgency**

Collective Impact



- **Centralized Infrastructure (backbone)**
- **Dedicated Staff (backbone)**
- **Structured Process**

THAT LEADS TO

- **Common Agenda**
- **Shared Measurement**
- **Continuous Communication**
- **Mutually Reinforcing Activities**

Conditions of Collective Impact



- 1. Common Agenda**
- 2. Shared Measurement System**
- 3. Continuous Communication**
- 4. Mutually Reinforcing Activities**
- 5. Backbone Support**

Common Agenda



**Shared vision for change→
including common
understanding of problem and
joint approach to solving
through agreed upon actions**

Shared Measurement System



**Collecting data and measuring
results consistently across all
organizations**

Hold each other accountable

Mutually Reinforcing Activities



**Activities differentiated
while being coordinated
through a mutually
reinforcing plan of action**

Continuous Communication



**Consistent, open
communication
across all players**

Backbone Support



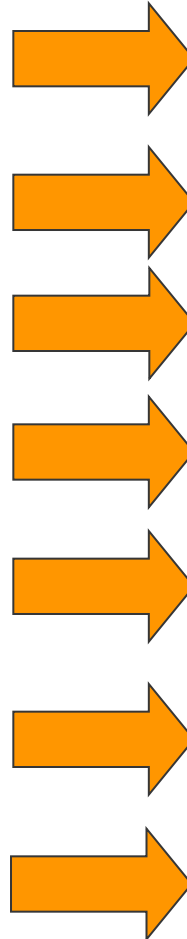
**Creating and managing CI
requires independent staff
who plan, manage,
facilitate, and support the
initiative**

Isolated Impact vs. Collective Impact



Isolated Impact

- Funders select individual grantees who offer most promising solutions
- Nonprofits work separately, compete to produce independent impact
- Evaluation is by organization
- Large scale change is assumed to depend on scaling
- Corp. & Govt sectors discounted by funders, nonprofits



Collective Impact

- Funders understand social problems & solutions arise from interactions of many Partners are whoever can play a role
- Progress depends on working toward same goal & measuring same thing
- Impact depends on increasing cross sector alignment & learning together
- Corp. & Govt sectors essential
- Orgs actively coordinate actions & share learnings