



Measuring Impact

What is my impact?	How do I know?	For example . . .	Your measurable impact
<p>Awareness - Your project can raise awareness of a particular issue. In other words, you plan to help people learn more about your identified issue and encourage them to change their behavior.</p> <p>Example: We plan to educate people about the issue of childhood hunger.</p>	<ul style="list-style-type: none"> • Number of educational events you plan and host • Number of people who attend your educational events 	<p>We will educate 500 people about the issue of childhood hunger.</p>	
<p>Service Your project can provide service. In other words, you give and/or set up things or service to help people in need.</p> <p>Example: We plan to organize a healthy food drive with a community food bank.</p>	<ul style="list-style-type: none"> • Pounds of food collected • Number of food items collected • Number of food boxes packed 	<p>We will collect 100 pounds of food to donate to our food bank.</p>	
 <p>Advocacy - Your project can advocate for something in the public interest, such as a policy¹, legislation, or other kind of action. In other words, you argue for or support a policy change.</p> <p>Example: We want to have signs along the highway warning drivers that threatened Sandhill Cranes often cross the road.</p>	<ul style="list-style-type: none"> • Number of petitions or pledges signed • Number of letters written to public officials 	<p>A local ordinance is passed supporting the signs and paying for them.</p>	
 <p>Philanthropy - Your project can give money or supplies for philanthropy purposes. In other words, you give money or supplies to help people in need.</p> <p>Example: We plan to raise money to donate to our local food bank.</p>	<ul style="list-style-type: none"> • Dollar amount raised • Number of donors 	<p>We will raise \$1,000 to donate to our food bank.</p>	

¹ A policy is a rule that is used by an organization or institute, such as a government, a business, a community organization, or a school.