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LEAD



2014 OFN CONFERENCE

OCTOBER 14–17, 2014 • THE SHERATON DOWNTOWN DENVER, COLORADO

Fundraising, Shark Tank Style

FIELD at the Aspen Institute

Meet the Sharks and your hosts...

- **Joyce Klein**, Director of FIELD at the Aspen Institute
- **Lynn Trojahn**, Vice President of Advancement for Accion New Mexico · Arizona · Colorado
- **Nikki Foster**, Program Officer at Northwest Area Foundation
- **Tamra Thetford**, Program Manager of microTracker at FIELD
- **Luz Gomez**, Consultant to FIELD

What are outcomes?

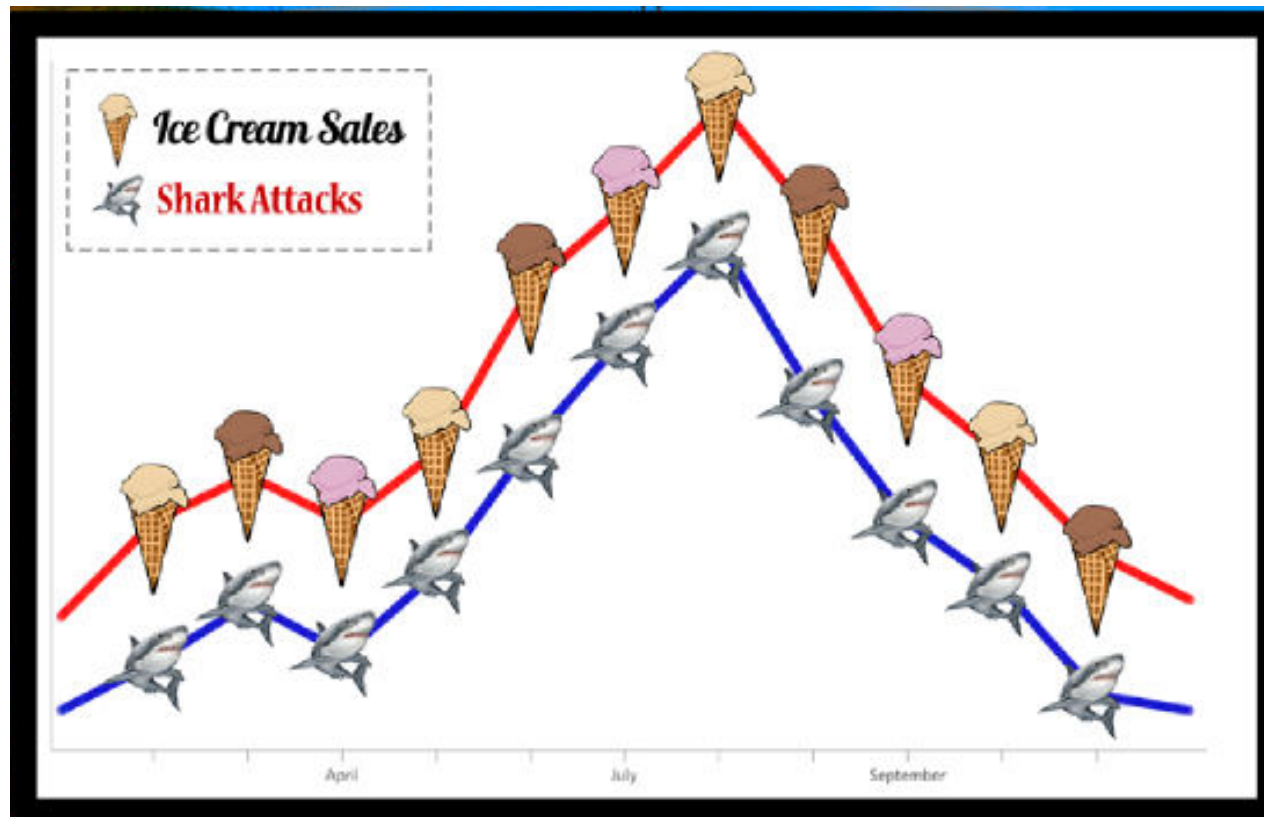


Outcomes vs. Outputs

- Outputs describe **WHAT** and **HOW MUCH** you're doing
- Outcomes describe **WHAT HAPPENS AFTER** you provide your financing or service.

A quick data geek note...

We're talking CORRELATION NOT CAUSATION



How do you get outcomes?





SOCIAL IMPACT CALCULATOR

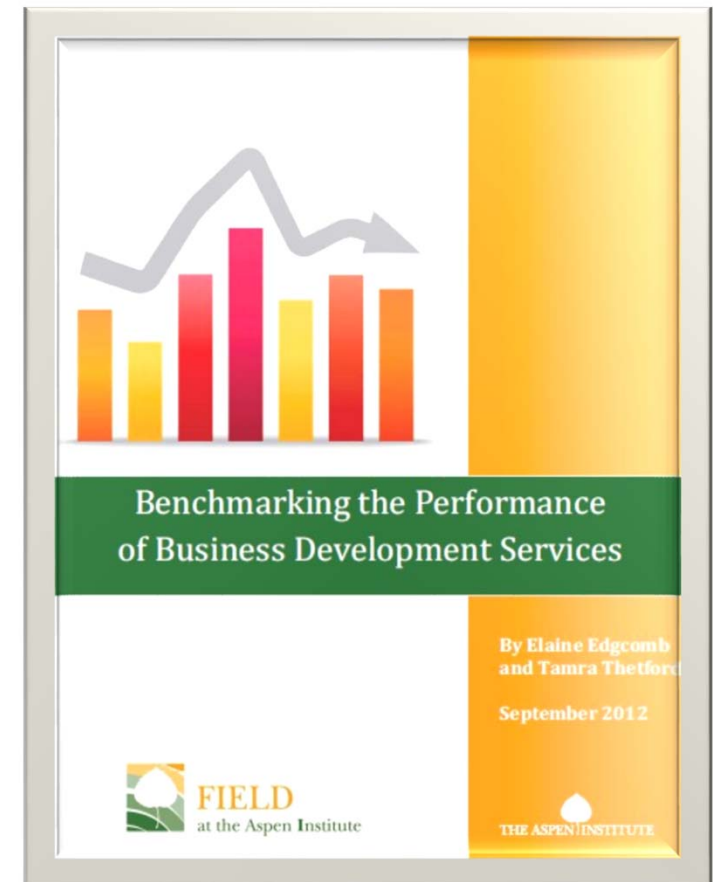
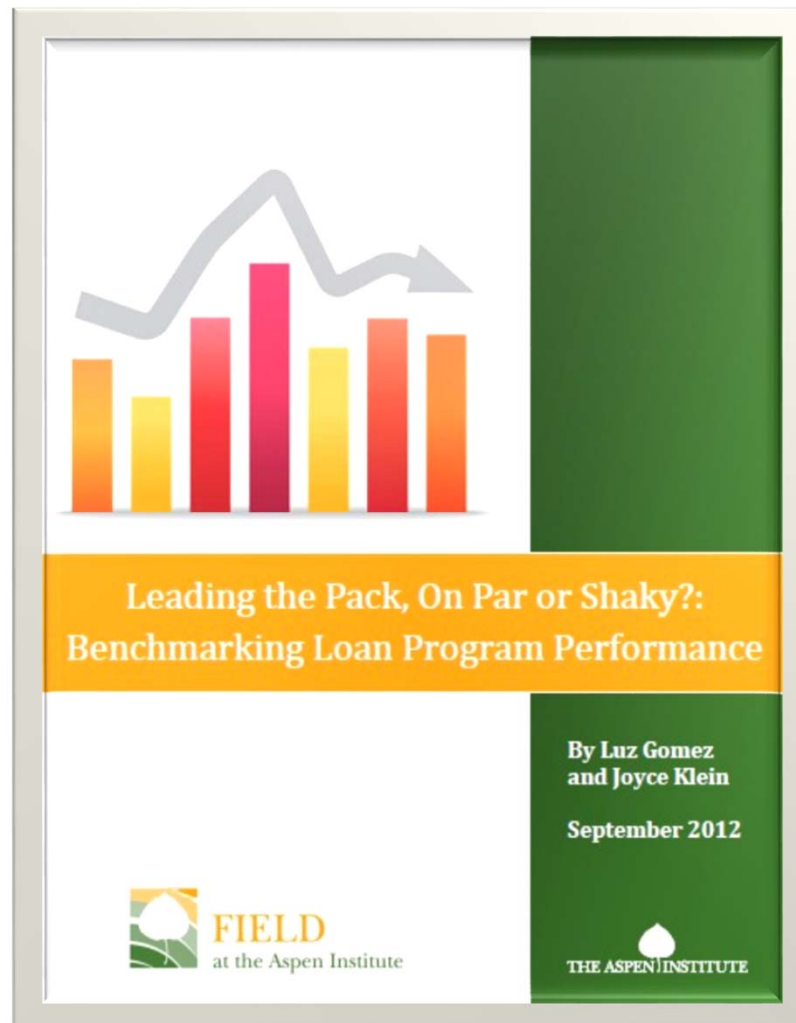
Her one high school diploma can equal
\$500,000 more in income over her lifetime.



30th OFN CONFERENCE
ANNIVERSARY

Using Outcomes

- Internal performance measurement,
<http://microtracker.org/howtoguides>



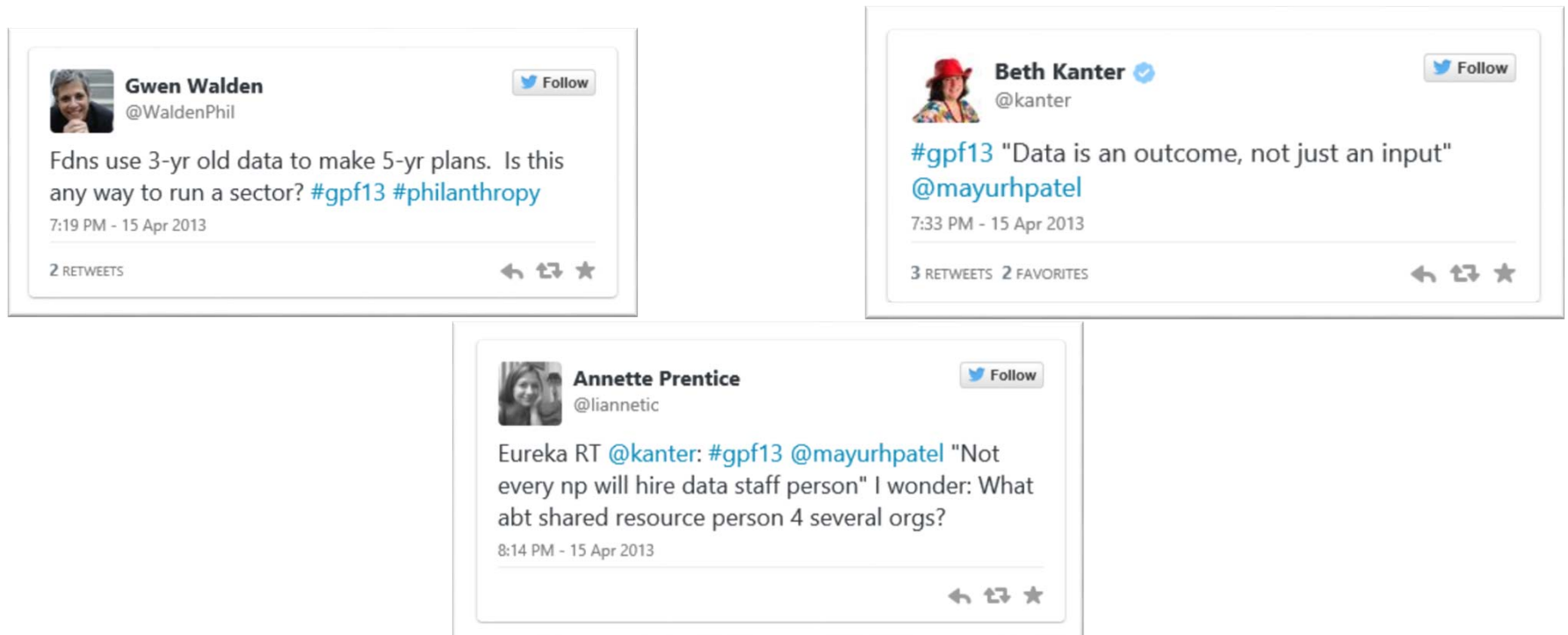
Using Outcomes



Share externally:

- With clients.
- For fundraising.

Recognition of Data's Importance



Conversations from Global Philanthropy Forum: <http://www.bethkanter.org/gpf13/>

Mismatched Expectations

70% Reported that half or more of their funders request impact metrics for grant reports.

1% Reported that funders always cover the costs of impact measurement.

Nonprofits that don't collect data say lack of staff, time or resources to secure training or outside help are constraints.

*From 2014 State of the Nonprofit Sector Survey,
Nonprofit Finance Fund*

And now, for the pitch...



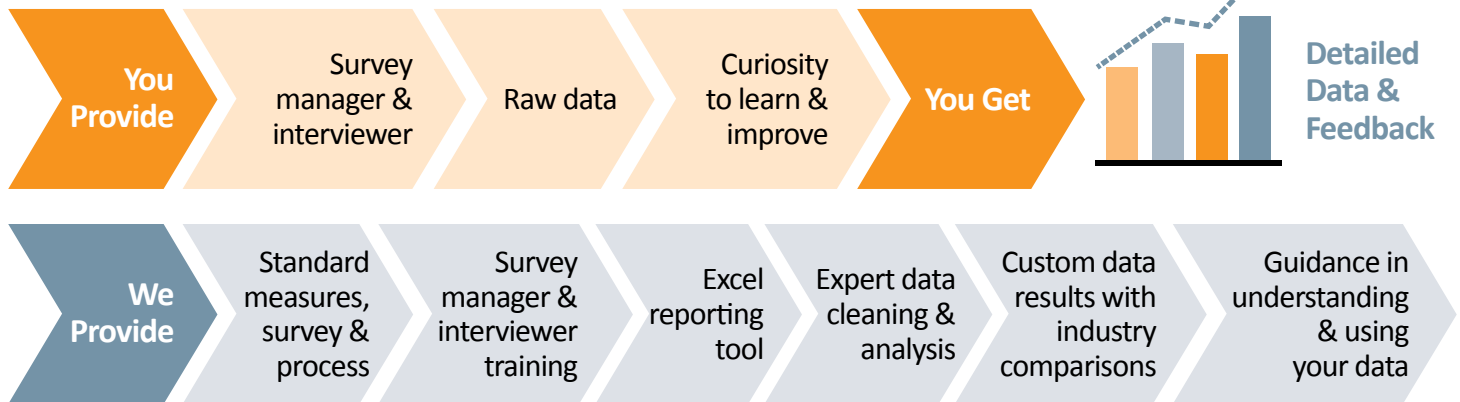
EntrepreneurTracker

Do you need credible data on the outcomes of your micro and small business clients to support program management and fundraising? FIELD's EntrepreneurTracker helps you capture and share the power of your work with key data such as:

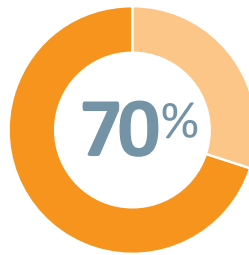
- ▶ Business start and survival rates
- ▶ Jobs supported
- ▶ Changes in revenue
- ▶ Hourly wages paid to workers
- ▶ Movement out of poverty



How does EntrepreneurTracker work?



Why do industry leaders use EntrepreneurTracker?



70% of nonprofit leaders indicate that **at least half of their funders** require impact measures for grant reporting.

— *Nonprofit Finance Fund, 2014 State of the Nonprofit Sector Survey*

STANDARDIZATION

"Funders always want comprehensive and consistent evidence. They don't just want qualitative anecdotes... We use our data in every funding report to represent our overall performance quantitatively."

Paul Quintero,
CEO, Accion East and Online

CREDIBILITY

"... because of the robustness in the metrics and the survey, the comparability—and the fact that the survey is external makes it more objective."

Kathy Ricci,
CEO, Utah Microenterprise Loan Fund

INSIGHTS

"(It) has helped enlist discussion on how we can improve in a competitive market, what it costs to create a job, how we compare... We'd done some impact surveys before, but none that are as wholesale, systematic, and organized."

Leslie Benoliel,
Executive Director, Entrepreneur Works



FIELD
at the Aspen Institute

FIELD at the Aspen Institute offers different levels of service to fit your program and budget. To learn more, contact Tamra Thetford, tamra.thetford@aspeninst.org.