

Measuring Up Preview PDF

Overview of the Plan Section

Plan

Careful, realistic planning lays the foundation for good [impact practice](#). Accordingly, 'Plan' is the longest section of Measuring Up! , and the questions this section asks you to consider are relevant to all organisations, whatever their size, shape or ambition in terms of being able to plan, evidence, understand, communicate and learn from their [impact](#).

Planning requires you to reflect on how and why you think your work can make a difference. It is also an excellent first step for involving others in thinking about your impact – everyone can get involved in discussing and defining your organisation's purpose, desired [outcomes](#) and impact.

Your goals for impact measurement will also determine the depth and detail of information that you set out to collect, as well as your plans for collecting it.

All organisations, whether funded or not, need to collect information about their impact. This information can help you to be accountable to your funders or beneficiaries and to learn about how to improve your work. The standard of evidence required for organisations who want to influence policy or to explore the efficacy of a new type of programme or initiative will be much higher. We have explored this issue of proportionality throughout the guidance provided with this section.

An Excerpt from Section one - Plan for Small Organisations

1.1 We use evidence to better understand the need for our work

Not met Partially met Fully met N/A

 Add note(s)

1.2 We can describe who or what will benefit from our work

Not met Partially met Fully met N/A

 Add note(s)

1.3 We have a clear mission statement setting out our purpose and reflecting our values

Not met Partially met Fully met N/A

 Add note(s)

1.4 We can describe the positive outcomes that we want to achieve for beneficiaries

Not met Partially met Fully met N/A

 Add note(s)

An Excerpt from the Guidance - Plan for Small Organisations

1.1 We use evidence to better understand the need for our work

A needs assessment is a way of researching the need for the work you do. It will identify the extent and seriousness of existing problems, any services currently available and the needs that are not being met. Once you have clarified the need for your organisation, you can start defining how you plan to make a difference, laying the foundations for good impact practice.

If your organisation has been running for some time, chances are that you will have conducted a needs assessment in the past. If you are a new organisation, however, you will have to begin from scratch. To begin with, look for local data and any relevant national statistics and reports to get information on:

- The area or region your organisation will operate in
- The state of current local service provision
- The type of person, organisation, animal or environmental issue you want to create change for, and where they are
- The sort of problems they face, and possible solutions.

This criterion is fully met if:

You can describe the need for your organisation, and evidence that need using available information.

What next?

If you've met this criterion in full, you could improve your practice by: