WHOLE WHALE

Impact Survey

Step 1: PURPOSE

How will the world be different because you existed?

What is the long term goal of your organization? The more specific the better.

What need in society drove the creation of this organization?

What would it take for your organization to go out of business?

Step 2: INTENDED IMPACT

What does success look like for your organization?

What is the goal of your website?

What does success look like for your website?

Who benefits from your organization? The more specific the better. Define your audience.

What is the limiting factor to your growth/impacting more people?

Step 3: OUTCOMES

What research or field data do you use to validate your approach?

What are 3-5 high level outcomes your organization uses to demonstrate that success?

What are 3-5 "light touches" or low level outputs your organization can use to demonstrate success?

What do these look like for your online audience?

Step 4: INDICATORS

Which indicators do you / can you / will you use to measure those specific changes?

What methods do you / will you / can you use to track each indicator?

How often do you / can you / will you measure each indicator?

Who is responsible for collecting/measuring these indicators?