**An excerpt from:**

**A Practical Guide to Documenting Influence and Leverage in *Making Connections* Communities**

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**Influence and Leverage: Outcome Areas and Sample Outcome Statements**

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| **Broad Outcome Areas** | **Sample Outcome Statements** |
| **INFLUENCE OUTCOMES** |  |
| Changes in visibility of issue | Local media accurately cover the message(s) of the media campaign.  Media increase accuracy and completeness in coverage of issue.  Public or community raises issue to a higher priority. |
| Changes in community norms | Community decreases tolerance for certain behaviors or attitudes.  Community increases belief in its own power to create change.  Community increases acceptance of culturally diverse community members. |

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| **Broad Outcome Areas** | **Sample Outcome Statements** |
| **INFLUENCE OUTCOMES** |  |
| Changes in partnerships | Partnerships become more strategic.  Strategic partners deepen their collaborative relationships.  Strategic partners jointly implement actions toward agreed-upon goals.  Partners improve group functioning  Partnership increases ability to articulate a shared purpose.  Partnership shares a plan of action.  Partnership improves articulation of roles and responsibilities within the group.  Partners increase formal interagency agreements and/or other collaborative protocols.  Partners increase referrals to one another.  Partners increase sharing of resources.  Partners increase seamless presentation to consumers.  Partners increase sharing of data. |
| Change in public will | Community is motivated to take action on an issue.  Community (e.g., neighborhood, city) has decreased tolerance for a specific problem or condition.  Community increases shared definition of specific problem or condition.  People increase their willingness to demonstrate around an issue.  Community members place a higher priority on a specific issue.  Consumers of public services increase demand for improved services.  Community members change attitudes and/or beliefs toward an issue.  Community members increase their sense of community.  Community members increase their awareness of an issue in the community. |

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| **Broad Outcome Areas** | **Sample Outcome Statements** |
| **INFLUENCE OUTCOMES** |  |
| Change in political will | Political leaders and/or public administrators increase awareness of issue.  Political leaders and/or public administrators increase willingness to take action on issues.  Legislators co-sponsor bills that support community priorities |
| Change in policies | Specific policy changes.  Increase in policy statements that support community goal.  Policymakers adopt common language in policies and regulations.  Policymakers write legislation that reflects community priorities.  Policymakers adopt new legislation that reflects community priorities.  Policymakers maintain legislation that supports community priorities.  Policymakers implement legislation that reflects community priorities.  Policymakers fund legislation that reflects community priorities. |
| Change in regulations | Specific regulations change.  Increase in regulations that support a specific community goal. |
| Changes in service practice(s) | Service providers increase cultural competence.  All staff that directly interacts with service consumers increases their knowledge of the cultural background and experiences of their consumer populations.  Service providers increase their linguistic competence.  Service providers change the hours of service delivery to better match the availability of consumers.  Service providers change the locations of service delivery to better match the locations of consumers. |

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| **Broad Outcome Areas** | **Sample Outcome Statements** |
| **INFLUENCE OUTCOMES** |  |
| Change in business practice(s) | Key services (e.g., grocery store, drug store, bank) are newly available in community.  Businesses/service employees in community improve day to day interactions with diverse clientele.  Businesses change practices (e.g., hours, advertising, product selection) to meet community desires.  Businesses change their recruiting practices to create a more diverse pool of qualified applicants. |
| **LEVERAGE OUTCOMES** |  |
| Changes in public funds | New money targeted toward program priorities.  More money allocated/re-distributed toward program priorities  New arrangements (e.g., pooled, matched, blended) in funding increase availability of funding for community priorities.  Public funding practices (e.g., RFP process, reporting) change to increase availability of funds for community priorities.  Public agencies provide detailed or loaned staff for work on a particular program or strategy. |
| Changes in philanthropy | Increased funding available for community priorities.  New arrangements (e.g., pooled, matched, blended) in funding increase availability of funding for community priorities.  Foundation funding practices (e.g., RFP process, reporting) change to increase availability of funds for community priorities.  Foundations make new types of funding available (e.g., PRI)  Foundations previously uninvolved in community begin to provide funding in community.  Funders pool resources dedicated to a priority area. |
| Changes in resources available to the community | New physical resources (e.g., computer rooms, meeting rooms) are available to the community.  New transportation resources (e.g., buses, taxis) are available to the community.  New service resources (e.g., copying, printing, delivery) are available to the community. |
| Changes in private investment | Investments in commercial development increase.  Private investments in housing development increase. |