Introduction to Collective Impact

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What is Collective Impact?

A framework for diverse organizations and interests to achieve shared goals.
What isn’t Collective Impact?
5 Conditions of Collective Impact

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communications
- Backbone Support
Common Agenda

- Shared understanding of the challenge
- Shared commitment to change
Shared Measurement

- Collecting data and measuring results
- Focus on performance management
- Shared accountability
Mutually Reinforcing Activities

- Differentiated approaches
- Coordination through joint plan of action
Continuous Communication

- Consistent
- Transparent
- Focused on building trust
Backbone Support

- Dedicated capacity
- Resources to convene
- Skills to coordinate, facilitate and lead
Collective Impact in Your Community
Organize for Reflection & Discussion

- As a community
- Around an opportunity
- Being a Backbone
What’s Next is the Why

- Why is Collective Impact right for your community?
- Why would funders value Collective Impact?
- Who will you share the case for “why” with first?
- What do you need to do next strengthen your case for “why?”
- Who do you need to embrace your why?