Altarum

Leverage Data to Support Sustainability
ACTIVITY 2: IDENTIFYING AND FILLING GAPS IN YOUR VALUE PROPOSITION

Background

It is important to analyze outcomes and performance measurement to create compelling stories, gain support from potential partners, and ensure the sustainability of your program in the long run. The outputs and outcomes you measure may be unique to your program or similar to those of other nonmedical volunteer assistance programs. Regardless, measuring your impact requires appropriate data collection strategies, both qualitative and quantitative, that produce actionable results and take into account your organizational capacity and other relevant factors. While developing and implementing a data collection strategy may require time and resources, the benefits to your value proposition are worth the effort.

Introduction

Developing a logic model specific to your nonmedical volunteer assistance program can help clarify outcomes and highlight gaps in your evaluation—and filling these gaps may be essential to crafting a strong value proposition. Measuring outcomes could require collecting quantitative or qualitative data, or a mixed-methods approach. These exercises will walk you through developing a logic model and then prompt you to brainstorm questions you could pose in surveys, interviews, or focus groups to fill gaps in your evaluation.

Instructions

1. Fill out each column in the logic model template on the following page for your program.

2. Brainstorm at least three questions you could pose to program participants to measure the outcomes in your logic model that you do not currently measure.

3. Brainstorm how you would pose those questions. Would you field a survey, interview program participants, organize a focus group, or use some other data collection method? When would you collect data? Consider factors like staff time and resources to conduct data collection and analyze data, as well as the burden on your program participants.

Logic Model Template

Inputs	Activities	Outputs	Outcomes
What resources will you need to launch and sustain your program?	What do you plan to do with those resources?	If all activities go according to plan, what will you produce?	How will those outputs benefit program participants?
Examples: funding, staff, volunteers, facilities, equipment, materials, technology	Examples: volunteer training, home visits, participant recruitment	Examples: trained volunteers, meals delivered, volunteer-chaperoned medical appointments	Examples: increased caregiver confidence and competency, better health outcomes, lower healthcare utilization