



## Gathering the threads...

Tailored support for local homelessness action

Scottish Churches Housing Action



no room for homelessness!

# Demonstrating impact

This training provides the tools to be certain that you're not just doing stuff – but that you're making an impact. It takes you through the stages:

- Setting direction and targets
- Recording activity
- Monitoring progress
- Evaluating impact
- Publicising success

**How do you – and your funders – know that the work you do is effective?**

**“I learnt the importance of asking key questions, as well as the need to monitor and evaluate the service I provide.”**

By the end of the session, we hope you will

- **Understand the connections between planning, tracking and publicising your work**
- **Be equipped to evaluate the impacts of what you do**
- **Be able to tell funders and supporters about what you do well, and encourage more support**

The *Threads* programme starts where you are, and tailors learning to your needs. It builds on the strengths you have already developed. It encourages your participation, and relates learning directly to the workplace. The *Demonstrating Impact* session is particularly aimed at staff and committee members who direct and manage the service.

## Programme outline

### 1. Vision, purpose, strategy and targets

What's the difference between these? Why do we need different levels of plan? How do I get started?

### 2. Keeping track of what we do

Deciding what to record; ways of keeping records; getting feedback from users or other organisations; accounting for funds.

### 3. Monitoring

Regular reporting; recognising patterns; responding to trends.

### 4. What difference are we making?

Back to the strategy; are we doing what we set out to do?; analysing the evidence; working out the benefit to homeless people.

### 5. Telling the world about the difference we make

Developing a simple communications strategy; producing good publicity; using visual messages and different media.

### Scottish Churches Housing Action...

supports local action to help homeless people throughout Scotland, based on volunteering.

To book or discuss, contact

**Alastair Cameron** or **Diane Beckett** at  
**Scottish Churches Housing Action** -  
phone **0131 477 4500** or  
e-mail **diane@churches-housing.org**

**www.churches-housing.org**





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