

Marketing & Comms Toolkit

TOOL 5: DEMONSTRATING OUTCOMES

REPUTATION

“People buy people”. Your staff, volunteers, and trustees or directors are the face of your organisation. How you respond to others - the quality of your work, your ability to meet deadlines, the outcomes you deliver – build your organisation’s reputation with service users, funders and the general public.

This tool looks at ways in which you can demonstrate your outcomes to your stakeholders and potential sponsors/donors/contractors.

WEBSITES

Your website should show how successful you are at what you do. Below are different examples of demonstrating outcomes that voluntary and community organisations in Westminster are using.

Cardinal Hume Centre is a particularly good example of good practice:

www.cardinalhumecentre.org.uk/



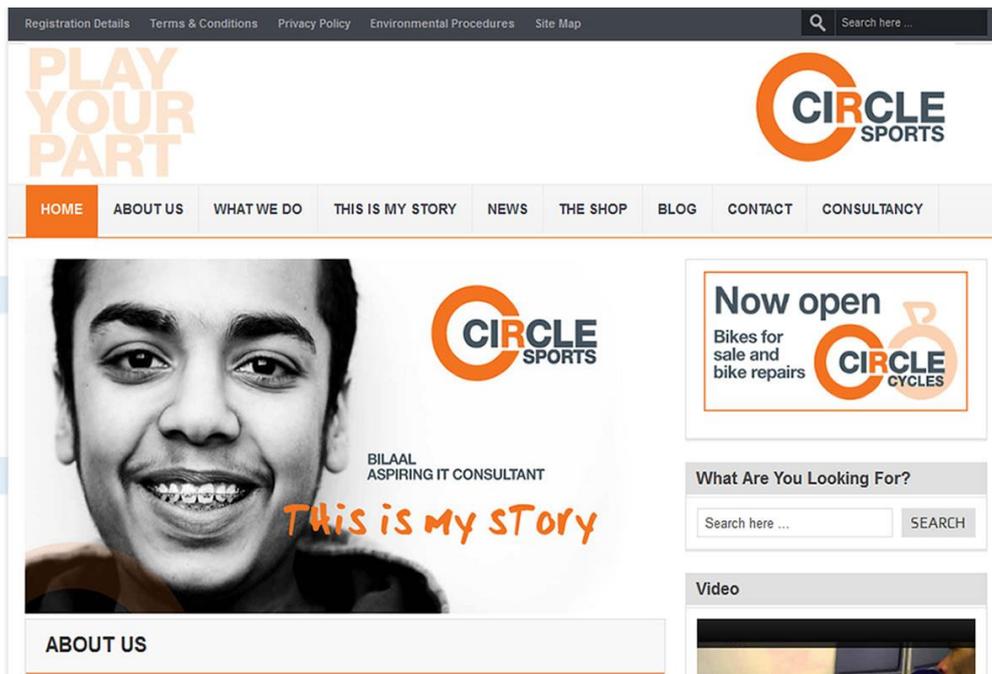
The screenshot shows the website's navigation bar with links: Home, About Us, Services, Turning Lives Around, Volunteer, Support Us, News, and Cardinal Basil Hume. Below the navigation is a 'TRANSLATE' button with flags for French, German, and Chinese. The main content area features a 'Turning Lives Around' sidebar with a list of stories: Henriette and Judy, Jordan's story, Yasmin's story, Khlood's story, Lisa's Story, Ali's story, Darryl's story, Yonas's story, Ismail's Story, and Kerry's Story. The main article is titled 'Entsar's story' and includes a photo of a group of women and children. The text describes Entsar's journey from despair in a cramped flat to finding support and a better home through the Centre's services.

This screen shot is of the “Turning Lives Around” section which is easily accessible from the menu bar. Two clicks and you are there!



On the 'About us page', they also produce an excellent infographic that captures statistical information in an easy-to-read format. Take a look at <http://www.cardinalhumecentre.org.uk/about-us/>
Even if you have limited resources, it is possible to make the most of what you *do* have.

Circle Sports' website is an excellent example of using videos to tell their stories of success. Some of the best videos are when clients tell their own story and how your organisation has transformed their lives. Circle Sports' home page has a sliding bar of images which you can click to see the related video.



ANNUAL REPORTS

Your annual report tells your stakeholders about your organisation's performance in relation to its strategic plan which is based on your aims and objectives. The expectation will therefore be that you demonstrate success in achieving the organisation's outcomes, including those that were additional and unexpected.

The MS Society's annual report in 2010 was a good way of showing national achievements in a clear way. The format was an A2 double sided poster which folded twice to form an A4 booklet with financial information inside. The A2 poster was a map of the UK on which they highlighted their key areas of work. For each of these areas, they told someone's story and highlighted the new developments they had made in each of these areas. This example is online at:

<http://www.mssociety.org.uk/sites/default/files/Documents/Governance%20docs/Annual%20report%20and%20accounts%202010.pdf>

