

GATHERING AD HOC DATA

Impactful information



IN THE 7 IMPACT FOR FUNDING SESSIONS WE LOOK AT GATHERING DATA SYSTEMATICALLY, BUT OFTEN DATA COMES TO US IN A MORE AD HOC WAY. HERE IS AN IDEA ABOUT HOW TO HARNESS THAT DATA TOO.

Themes tally chart

Imagine you run a Tea and Toast (fictional name) morning for carers. People may come and talk about overcoming loneliness, feeling pleased to be out and more. However when your funder asks you what evidence there is that Tea and Toast is helpful, it is hard to pin down why it's great and you end up saying that you had 'some conversations' which doesn't do the work justice.

Here's one way to try and overcome this problem and prove that Tea and Toast is the best thing since sliced bread! If at the end of the Tea and Toast you run a debrief with your staff or volunteers, you can ask for a tally of what subjects were covered, like this.

Theme	Number of conversations on this theme
Carer's poor mental health	###
Concerns over poor mental health of others	###
Request signposting to other services	###
Positive feelings of feeling released	### ##

Going further with this idea

- ✓ You can decide what your likely themes are at the beginning when you talk to stakeholders (eg staff, volunteers and attendees). You may want to have themes that match the intended outcomes (changes).
- ✓ You might want to have a space to note down Other themes. These might be themes that you eventually want to add to the list. This can help identify emerging themes or unintended outcomes. For instance, before 2020 there might have little need to discuss concerns over vaccination at your group, but there may be a bigger need now.
- ✓ The One Page Wonder on Quotes suggests the importance of gathering quotes data and may be useful to read too. You could also use the above table as you go through quotes on your social media to see what themes there are.
- ✓ You could record this information straight onto a tablet or computer to save having to type up the information.
- ✓ Share your findings. You could... Turn your data into a graph to bring it to life and show supporters, funders and your team why your project is so important. You might want to add this to your Needs Hub (see 7 Impact Sessions, What Funders Want). Or create an infographic like this:



Tea and Toast is a relaxing and fun place for carers, but there's also space for more serious concerns. Last year 60% of conversations were about poor mental health.

Please tell if you use these tips!