



THE **INS** GROUP

Playbook

Special Edition

A MESSAGE FROM OUR HEAD COACH



I am thrilled to announce and celebrate the 25th anniversary of The Innovative Nonprofit Solutions Group! Over the past quarter-century, The INS Group team has dedicated itself to significantly impacting the nonprofit sector. Through our unwavering commitment and dedication, we have achieved remarkable outcomes that have positively influenced countless lives and communities. Our success is not just a result of individual efforts but a testament to the collective hard work, passion, and expertise of each team member.

Together, we have worked to create sustainable solutions, drive innovation, and support the growth and development of nonprofit organizations, faith-based institutions, and government agencies. Reflecting on our journey, I am proud of the milestones we have reached and the transformative projects we have worked on. I am immensely grateful to our diverse clients who have trusted us over the years to create lasting impact together.

Our special 25th anniversary edition of the Playbook provides resources related to impact and how organizations assess the effectiveness of their programs and initiatives. Effectively measuring impact and conducting thorough evaluations are crucial aspects that organizations should prioritize in their operations. By evaluating the impact of their work, organizations can demonstrate accountability to stakeholders, donors, and the community at large, which builds trust to foster stronger relationships and support for the organization's mission.

The mission of The INS Group has always been to demonstrate our value, drive meaningful change, and make a lasting difference in the communities with which we have worked. This philosophy aligns with nonprofits, faith-based institutions, and government agencies embracing a culture of measurement and accountability to maximize their impact and ensure that resources are utilized to create the most significant benefit for those in need.

I hope you are inspired to embrace assessment practices as an opportunity to maximize your team's ability to create lasting impact through your work. I invite you to **visit our website** to learn more about our impact and most memorable milestones, including welcoming our new mascot, Koda! Each accomplishment in our highlight reel reflects our commitment to excellence and dedication to making a difference in the nonprofit sector.

HERE'S TO 25 YEARS OF **INSIGHTFUL LEADERSHIP AND IMPACT!**

Ruth A. Peebles

RUTH PEEBLES, MPA
PRESIDENT & FOUNDER



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FIVE BEST PRACTICES FOR IMPACT EVALUATION

Measuring and communicating impact is of considerable importance to nonprofit organizations. According to Cambridge Dictionary, the definition of impact is the strong effect of influence that something has on a situation or person. Merriam-Webster Dictionary defines it as the force of impression of one thing on another: a significant or major effect. Oxford Languages Dictionary sums it up as having a strong effect on someone or something.

As you can see from the above definitions, impact has a broad meaning. How does your organization define impact? Your organization may have an impact statement. Or have written an impact report. And considered the question: How do we measure impact? And fielded the question: What is your impact?

To measure impact effectively, it is essential to understand what it means to your organization and embed it in your organizational culture. Here are five recommendations to help your organization define and enhance its impact evaluation program.

1. **Be specific:** Developing a definition of impact for your organization is an important foundational step to evaluating impact. Asking clarifying questions like the examples below helps develop and refine the process to suit your organization's needs best. Understanding what impact means to your organization helps focus impact evaluation work.

- > Who and what are you trying to influence and effect with your mission?
- > How do you measure impact using quantitative and qualitative data?
- > Why is this data important?
- > Who needs to be involved?

Pro Tip: Create a document that defines your organization's impact evaluation process. Ensure it is clear, concise, and comprehensive with assigned roles and responsibilities. Share it with all relevant stakeholders regularly and assess it annually to ensure it is still in alignment with your mission.

Do not forget: Gather **input and information from different stakeholders** to help capture the multiple sources of impact data. Starting with why this process is so important will help engage your team.

Bonus win: Creates a process that can be shared with external audiences as appropriate to show your organization's commitment to impactful work, building trust and relationships with stakeholders.

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Take 5

One of the primary reasons people join the nonprofit sector is to make a positive impact through their work. **How can your organization create a culture that consistently celebrates both the small and big wins that equate to impact?**

Consider incorporating time at meetings for each team member to share accomplishments that impact the larger mission. The goal is to connect how the daily work of the team is essential to creating impact as an organization.

This activity creates a highlight reel of accomplishments that may be overlooked in the larger scope of measuring impact while reminding team members how critical their work is to the organization's success.

Make sure to document and save the discussions to chronicle your team's impact over time. Taking this time-out in meetings is not only inspiring and motivating but also facilitates a different approach to consistent impact evaluation.





WHAT WE HAVE LEARNED ABOUT LASTING IMPACT

As The INS Group commemorates our twenty-five-year journey, we are thrilled to share the key plays from our team members that have contributed to our firm's longevity. We trust that these insights will aid nonprofits, government agencies, and faith-based institutions in evaluating opportunities to amplify their impact and foster positive change through their work.

Staying connected to our mission

Our mission to help organizations to develop innovative solutions to build their capacity and ensure organizational sustainability has been our guiding light throughout the years. Remaining steadfast in our mission has enabled us to consistently make decisions that not only support our future and enhance our impact but also unite our team through a shared commitment to our purpose. In challenging times, our alignment with the mission and dedication to meaningful work serve as the guiding force toward our success.

"I have had the privilege of leveraging opportunities to participate in panels, conduct webinars, deliver in-person training sessions, and teach nonprofit management courses. These experiences not only increased our visibility and expanded our outreach but also provided valuable learning opportunities for fellow consultants and nonprofit leaders. By actively engaging in these activities, we ensured alignment with our mission and commitment to offering best practices to our clients. In turn, we strengthened our position as a reliable and valuable resource in the sector."

Ruth Peebles, President

KEY TAKEAWAY: USING YOUR MISSION AS A COMPASS TO GUIDE DECISION-MAKING AND PLAN FOR THE FUTURE WILL HELP YOUR ORGANIZATION SUCCEED IN THE LONG TERM.

Creating a brand identity

When The INS Group made its debut in 1999, we kick-started our brand identity journey with the essentials: a captivating website, a memorable logo, and eye-catching business cards. As the world of communications evolved, establishing a brand became more nuanced and multidimensional. The INS Group evolved from using traditional brand identity elements like a website, logo, and business cards to incorporating digital advertising and other branding strategies that emphasize innovation, adaptation, and modernization.

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THE STATS ARE IN...

71% Respondents who consider outcomes measurement important, but only 20% believe they are very effective at demonstrating outcomes, according to Netsuite's report, [Connecting Dollars to Outcomes: How to Measure Outcomes That Deliver Mission Impact in Nonprofits](#).

75% Almost three-quarters of the respondents cited evaluating and reporting impact as their biggest challenge related to strategy and evaluation, stated Building Movement Project's report, [Meeting the Need: Building the Capacity of Community-Based Organizations](#).

50% Over half of their board was not spending enough time monitoring impact in the context of strategic goals or objectives, relayed Chief Executive participants in [BoardSource's Leading with Intent: BoardSource Index of Nonprofit Board Practices](#) survey.



CONTACT US

Please reach out for a free consultation to learn how our custom solutions fit your needs.