

# Assess Impact

## Make it Happen

Look closely at the performance of each form of outreach. From platform to messaging theme, trends will emerge that allow outreach you to hone your plan to support achieving your goals.

### 1. Baseline data

Before launching your outreach, determine a baseline to understand the existing conditions or behaviors you aim to change. This data will serve as a reference point for measuring the impact of your outreach. For a membership drive, this might sound like “Typically, we spend \$10,000 a quarter to recruit and get 50 new members,” at the tactic level, or it might sound like “We send out 500 fliers with that recruitment funding and typically get 10 enrollments back.” Ensure that your baseline data is accurate and comprehensive and allows you to compare progress.

### 2. Ongoing data collection

Continuously collect data throughout the engagement program’s duration. This may involve surveys, field measurements, interviews, and feedback from program prospects on their thoughts on the outreach and engagement methods. Use both quantitative and qualitative data to gain a holistic view of impact.

### 3. Gather stakeholder feedback

Gather feedback from program participants, producers, and other stakeholders. Assess their experiences, satisfaction levels, and any challenges they have encountered. Feedback can provide valuable insights into engagement program effectiveness.

### 4. Monitor progress

Regularly track and monitor progress toward your goals. Compare your current data to the baseline data to assess whether changes are occurring as intended. Keep a close eye on trends and patterns that emerge over time.

## 5. Regular reporting

Prepare regular impact reports to share with project stakeholders, including funders, partners, and the agricultural community. Use clear and visually engaging formats to communicate key findings and progress toward goals.

Maintain transparency in your impact assessment process and results. Be accountable for the outcomes, both positive and negative, and use them to inform future decision-making.

## 6. Continuous improvement:

Use the insights gained from impact assessments to adjust engagement and make improvements. If certain aspects of the engagement program are not achieving the desired impact, be prepared to make changes based on the data.

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# Track Impact of Engagement

Below is a way to assess your success and pivot to other platforms or messaging strategies, as needed. This analysis should be conducted at least every four weeks so you have an opportunity to redeploy tactics that work best, hone your messaging, and share progress with your team.

| Engagement Method                 | Total Reach                          | Engagement/ outcome  | Compare to historic averages   | Analysis   |
|-----------------------------------|--------------------------------------|--|--|--|
| <b>Example:</b><br>Email outreach | List of 7500 farmers in my geography | Open rate of 20% and click through rate of 3.5%; 12 producers filled out a form to consider enrollment | Open rates are consistent with other outreach; click-throughs are up | Producers want more information on this topic and are willing to click through to get it; leads outperformed other platforms |
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|-------------------|-------------|---------------------|------------------------------|----------|
|                   |             |                     |                              |          |
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Are the goals for your outreach on track?

How can you display this information for your team, such as charts that show trend lines in website traffic or social media followers?

Identify the top-performing platforms and messages. How can you optimize those efforts with new graphics or other messages that align with your theme?