COLLECTIVE IMPACT TRANSFORMATION

OUR TRANSITION TO LONG-TERM, LASTING, MEASURABLE COMMUNITY IMPACT

What?

Collective Impact is a framework that tackles deeply entrenched and complex social problems. It is an innovative and structured approach to collaborative work across government, business, philanthropy, non-profit organizations that achieves significant and lasting social change.

Why?

Community conditions are not improving and key problems stand in the way of many communities' quality of life, which allows for us to be leaders in achieving greater community impact.
The Collective Impact approach is premised on the belief that no single policy, government department, organization or program can tackle or solve the increasingly complex social problems we face as a society.

When?

FALL
- Board approved transformation to collective impact
- Shared time line and process of transformation with board

WINTER
- Town hall meeting with agencies
- Identify and secure task force
- First task force convening

LATE SPRING
- Donor Surveys and Focus Groups
- Community Conversations
- Review Qualitative & Quantitative Data
- Board Retreat to determine next steps

EARLY SUMMER
- Agency Town Hall

United Way
United Way
of Rutherford &
Cannon Counties

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How?

COMMON AGENDA
- Identifiable overarching goal and vision for initiative within clearly defined, bounded actionable problem space
- Partners have common understanding of problem
- Partners have high level of buy-in to shared vision for change, agreed-upon goals and approaches

CONTINUOUS COMMUNICATION
- Structures and processes in place to inform, engage, and seek feedback from partners
- Internal communications support effective functioning of initiative work
- Structure in place to inform and engage public/community about initiative
- External communications inform and engage public about initiative, facilitate knowledge and understanding, increase buy-in, and provide opportunities for feedback and input

SHARED MEASUREMENT
- Agreed-upon common indicator(s) established to consistently track progress across time (bold goals)
- Functional approach and system to collect, store, analyze, and report data
- Output/results of shared measurement system are actionable for data use (timely, meaningful, relevant, sensitive to change, targeted to goal, etc.)

MUTUALLY REINFORCING ACTIVITIES
- Collective action plan with strategies and actions partners commit to implement
- Partners implement strategies to advance shared action plan
- Working groups/collaborative structures established to coordinate activities aligned with action plan
- Partners hold each other accountable for implementing activities as planned

BACKBONE SUPPORT
- One or more organizations with committed staff designated to perform backbone functions
- Well-functioning leadership structure established, responsible for governance and decision-making
- Backbone infrastructure coordinates and supports core initiative activities
- Backbone staff have appropriate skills and credibility to perform backbone functions