

## Top Tips for Communicating your Impact

- **Engage with different audiences.** Different groups look for different kinds of impact information, so bear your audience in mind.
- **Provide a context** for your work. It may seem obvious to you, but your audience needs to understand the needs or problem your work is trying to address.
- **Don't hide your achievements** under a bushel. What is your organisation doing to address an issue; and what *difference* is it actually making in peoples' lives? (Don't forget the second half – that's what impact is all about).
- **Don't forget about unintended** as well as intended consequences. Your best impacts may not have been foreseen at the start of your project. (Sometimes these might be negative, but people often appreciate honest reporting).
- **Use numbers and stories.** Try to quantify your impact, but qualitative information such as case studies and quotes will add depth and colour and appeal to different audiences.