Impact Statement
SVP Internal Use Only
**Insert Organization Name**

|  |  |
| --- | --- |
| **Organization**   |   |
| **Date**  |   |
| **Engagement Period**  |  |
| **Nonprofit’s Mission**   |   |
| **Annual Revenue** **(Last Fiscal Year)**   |  |
| **Team**   |   |
| **SVP Team**  |   |
| **Key Nonprofit Staff**  |  |
| **Scope**   |   |
| **Overall Project Outcome**  |  |
| **Overall Project Description**  |    |
|   |   |
| **Year One Engagement Description** **(Investees Only)** |   |
|  **Sub Project #1**   |   |
| **Goal**   |  |
| **Support Areas**   |  |
| **Description**   |  |
| **Timing**   |  |
| **Outcome**  |  |
|   |   |
|  **Sub Project #2**   |   |
| **Goal**   |  |
| **Support Area**   |   |
| **Description**   |  |
| **Timing**   |  |
| **Outcome**  |  |
|   |   |
|  **Sub Project #3**   |   |
| **Goal**   |  |
| **Support Area**   |  |
| **Description**   |  |
| **Timing**   |  |
| **Outcome**  |  |
|   |   |
| **Year Two Engagement Description** (**Investees Only)** |  |
|  **Sub Project #1**   |   |
| **Goal**   |  |
| **Support Area**   |  |
| **Description**   |  |
| **Timing**   |  |
| **Outcome**  |   |
|   |   |
|  **Sub Project #2**   |   |
| **Goal**   |  |
| **Support Area**   |  |
| **Description**   |   |
| **Timing**   |  |
| **Outcome**  |  |
|   |   |
|  **Sub Project #3**   |  |
| **Goal**   |  |
| **Support Area**   |  |
| **Description**   |  |
| **Timing**   |  |
| **Outcome**  |  |
|   |   |
| **Programmatic Insights**  |   |

Impact Metrics
Engagement Feedback Summary

*For Spark Teams and Investee Teams. Please refer to Partner and Nonprofit Feedback Surveys.*

|  |  |  |
| --- | --- | --- |
| **Metric** | **SVP Partners** | **Nonprofit** |
| **Engagement** |  |  |
| Intensity |  |  |
| Nonprofit Engagement |  | **\_** |
| SVP Engagement | **\_** |  |
| **Impact** |  |  |
| Potential Impact |  |  |
| Resulting Impact |  |  |
| **Experience** |  |  |
| **Net Promotor Score** | **\_\_** |  |

Tracking Indicators
Summary of Growth and Progress

*For Investees only. Please refer to your Investee’s original Annual Plan for Tracking Indicators.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Description** | **At Application** | **End of Year 1** | **End of Year 2** |
| **Total Budget ($)** |  |  |   |   |
| **Revenue ($) Fiscal Year End** |  |  |   |   |
| **Cash Reserves ($ total & months on hand)** |  |  |   |   |
| **# of Staff Members** |  |  |   |   |
| **# of Clients Served** |   |   |   |   |
| **# of Volunteers** |  |  |   |   |
| **Success Measurements** |   |   |   |   |
| **Output Measure #1** |  |   |   |   |
| **Output Measure #2** |  |   |  |   |
| **Outcome Measure #1** |  |   |   |   |
| **Outcome Measure #2** |  |   |   |   |
| **Impact Measure #1** |  |   |  |   |
| **Impact Measure #2** |  |   |  |   |

|  |  |
| --- | --- |
| **EXTERNAL SUMMARY:**  **Blog Post Title**   Blog Post Text   |         |
|  |   |
|  |   |
|  |   |
| MARKETING STRATEGY FOR BLOG:   |       |
| **Target Persona**  |     |
| **Journey Stage**  **Question they are answering**   **Brand Pillar**  **Call to Action**  |       |