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** |  |