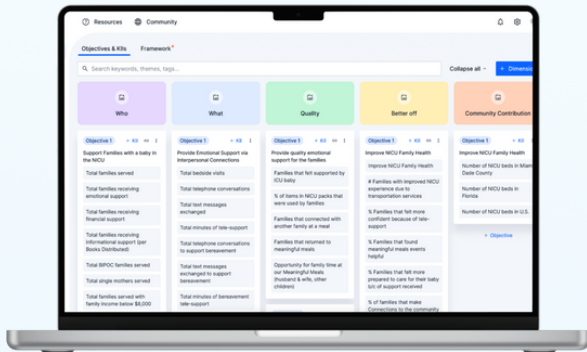


Introduction to Impact Frameworks



A simple way to tell a powerful story with data.

An Impact Framework is like a blueprint for your impact story. It helps you clearly define **what you do, who you serve, and why it matters** — so you can confidently measure progress, share your story, and strengthen your work over time.

What can an Impact Framework help you do?

- Get everyone aligned around what success looks like
- Collect the right data to drive better decisions
- Tell a clear, compelling story that builds trust and unlocks funding
- Learn, adapt, and grow with confidence
- Save time on reporting so you can focus on the work that matters most

What goes into an Impact Framework?

- 1 Dimensions of Impact:** Think of these as the key ingredients in your impact story - the categories you'll use to think about and assess impact.
- 2 Objectives:** These are big-picture goals tied to your mission and help keep you focused on what matters most.
- 3 Key Impact Indicators:** These are the specific metrics you'll use to track progress and help make your impact measurable and visible.

Dimension	What It Helps You Clarify	Example
Who	Who you're serving	Demographics, # of participants
What	What you're delivering	Programs, services, resources
Quality	How well you're delivering it	Feedback scores, engagement, retention
Better Off	How lives are changing	Knowledge gained, behavior change, increased access
Community Contribution	How your work connects to broader community progress	Aligned with larger goals or shared metrics

Head to www.UpMetrics.com/getstarted to request access to our free Starter Plan, which includes the Impact Framework Builder and other foundational features from our IMM Suite.

How to Use This Worksheet

Step 1: Explore the Dimensions of Impact - Use the five dimensions (Who, What, Quality, Better Off, Community Contribution) to reflect on the full picture of your impact. You don't need to fill in every box right away — just start where it feels natural.

Step 2: Draft Your Objectives - Write clear, mission-aligned objectives tied to each dimension. Think big picture, but keep it understandable for someone new to your organization.

Step 3: Choose Key Impact Indicators (KIs) - For each objective, identify a few specific metrics that will help you measure progress. These can be numbers (like % of participants completing a program) or qualitative insights (like stories or testimonials).

Step 4: Step Back and Reflect - Look across your draft. Does it tell the story of who you serve, what you do, and how lives are changing? Are your measures realistic and meaningful?

Dimensions of Impact				
Who	What	Quality	Better Off	Community Contribution