Measuring What Matters: A Framework

Anticipating and measuring the impact of corporate engagement in disaster response and resiliency is critical to ensuring that companies are engaging in a way that makes sense for the community and their business. While the primary measures of success will vary based on type of business, location and issue area, there are some basic principles that we’ve developed over the years to help companies think about how to invest their time, skills and dollars.
Measurement Framework

OUTPUTS
What is created or contributed as a product of your activities?

- **COMMUNITY**: Service hours, product donation, dollars invested
- **EMPLOYEES**: Engagement in community resiliency efforts
- **CONSUMERS**: Media or press coverage sharing company’s investment
- **BUSINESS**: Local business continuity

OUTCOMES
What is directly achieved as a result of your activities?

- **COMMUNITY**: Faster recovery times and resumption of services following peak in acute needs
- **EMPLOYEES**: Deeper loyalty to region and company
- **CONSUMERS**: Brand recognition and corporate citizenship perception
- **BUSINESS**: Business resiliency

IMPACT
What is realized over the long-term as a result of your activities?

- **COMMUNITY**: Community stability and vitality
- **EMPLOYEES**: Increased retention
- **CONSUMERS**: Loyal, value-aligned customer base
- **BUSINESS**: Firm performance and competitive advantage

FOUR DIMENSIONS OF CORPORATE ENGAGEMENT

1. **COMMUNITY**: Identifying the right community partners and social and environmental issues
2. **CONSUMERS**: Growing a strong, loyal, values-aligned customer base
3. **EMPLOYEES**: Developing a engaged, talented workforce
4. **BUSINESS**: Sustaining and growing regional operations
Measurement Framework

Here are some common metrics and methods to equip you to understand outputs, outcomes and impact across community, business, consumer and employee returns.

**COMMUNITY**

**OUTPUT:** Service hours, product or financial donation

**METRIC:** Market value of delivered service or product

**METHOD:** Going industry rate for product/service | Value of hours contributed ($150 for pro bono / $25 for direct service)

**OUTCOME:** Organizational Resiliency

**METRIC:** Organizational resiliency score | Decreased time or needed investment to resume services

**METHOD:** Common Impact’s Organizational Resiliency Assessment | Pre / post and longitudinal surveys | Interviews with supported organizations

**IMPACT:** Long-term individual wellness indicators

**METRIC:** Individuals' health measures related to specific interventions and mission area of beneficiary organizations, including homelessness, median household income and educational attainment

**METHOD:** Analyze metrics before and after intervention | Mission-oriented metrics from nonprofit

**BUSINESS**

**OUTPUT:** Local operation continuity

**METRIC:** Product or service delivery rate in affected region(s)

**METHOD:** Business lost and/or gained in immediate aftermath of disaster (dollars, sales, services) | Duration of operational outage

**OUTCOME:** Customer continuity

**METRIC:** Long-term product or service continuity in affected region(s)

**METHOD:** Business lost and/or gained in long-term aftermath of disaster (dollars, sales, services)

**IMPACT:** Firm performance

**METRIC:** Stock price

**METHOD:** Shareholder returns | Working capital | Market hold

**CONSUMERS**

**OUTPUT:** Media and press coverage

**METRIC:** Consumer viewership

**METHOD:** Google Analytics | Number of impressions, inbound views of collateral, inbound business leads

**OUTCOME:** Consumer recognition

**METRIC:** Brand perception

**METHOD:** Customer satisfaction survey (CSAT) | Net promoter score (NPS) | Online reviews | Social media engagement and Google Alerts

**IMPACT:** Consumer loyalty

**METRIC:** Customer engagement / purchase rate

**METHOD:** Sales rates before and after intervention, controlled for variables | Consumer motivation survey

**EMPLOYEES**

**OUTPUT:** Volunteer activity | community engagement

**METRIC:** Aggregate total of cross-firm volunteer hours and activities

**METHOD:** Employee volunteer reporting (e.g. via Benevity or VolunteerMatch)

**OUTCOME:** Community and company loyalty

**METRIC:** Net improvements in employee skills and satisfaction

**METHOD:** Employee and Manager pre and post assessments | Employee Net Promoter Score (ENPS) | Annual employee engagement surveys (e.g. Gallup or Willis Towers Watson)

**IMPACT:** Employee engagement and retention

**METRIC:** Rates of employee advancement and turnover

**METHOD:** Correlate volunteer activity with promotion and retention rates

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Common Impact supports companies in designing, launching and scaling their pro bono disaster resiliency programming. To discuss additional support, email us at info@commonimpact.org.

About Common Impact

Common Impact is a national nonprofit that works to build a society in which individuals and businesses invest their unique talents towards a shared purpose: strengthening the local communities in which we live and work. Founded in 2000, Common Impact has partnered with Fortune 500 companies and hundreds of the country’s leading nonprofit organizations to create this transformational change through skills-based volunteering.