

EUNAVVERSE

Amplifying Impact: Metrics That Matter

G114



01. Defining our Why

02. Metrics to Manage

03. Making it Measurable

04. Writing your story

05. The Impact

Our Why = Your Impact

Euna Grants Impact Metrics



Overall Impact Metrics

205K+

Total Number of Grants Managed

\$650B+

Total Value of Grants Managed



Research Impact Metrics

20K+

Grants Available

17K+

Number of Grants Saved (in the Euna Grants Network)



User Impact Metrics

113K+

Total Users

13K+

Active Users/Week

31K+

Applications Submitted

68K+

Applications Received

What drives your why?

Objectives you might be working towards...

Create transparency

Streamline business processes

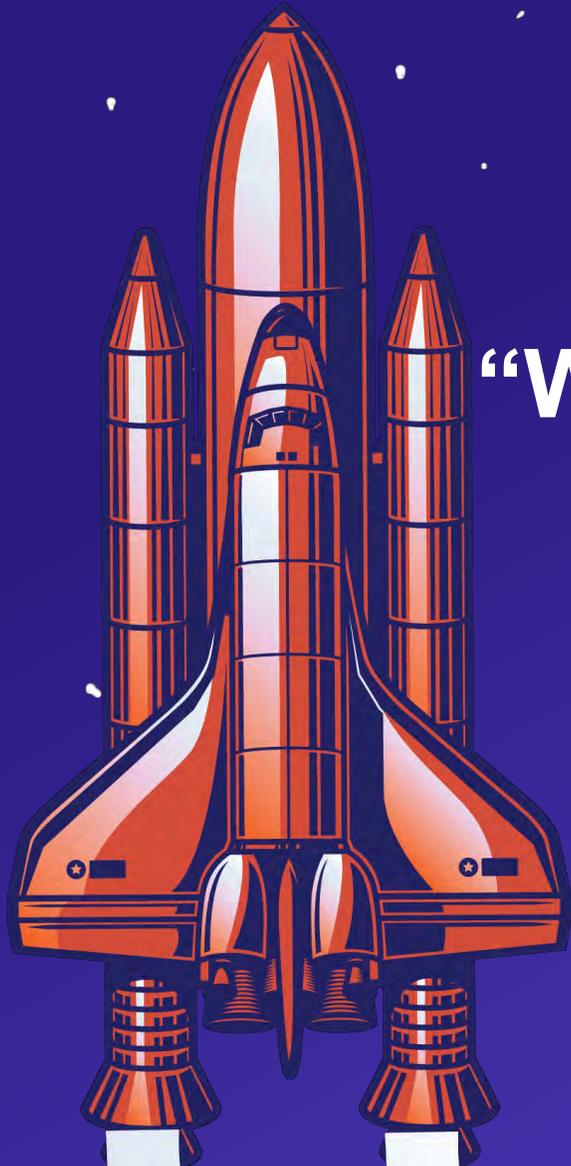
Maintain compliance

Impact community

Obtain funding sources



Impact Question 1:
What are you aiming
to **accomplish**?



**“What gets measured gets
managed.”**

• -Peter Drucker

Metrics to Manage

Impact: Action



- # of Grants
- # of Opportunities Posted
- # Applications Received

Impact: \$



- \$ of Grant Revenue
- \$ of Match
- \$ Awarded
- \$ Paid

Impact: GMS Usage



- Days Active
- Time on-site
- # of visitors
- # of events

Metrics to Manage

Impact: Team Activity



- Payment request turnaround time
- Budget accuracy
- Application Success

Impact: Program Outcomes



- # Impacted
- # Improved
- # Created

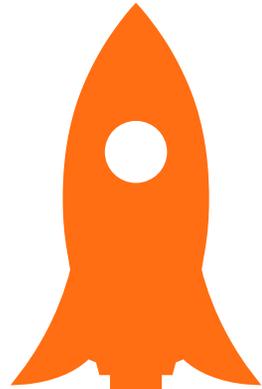
The Results Are In



What Metrics are Important to you?

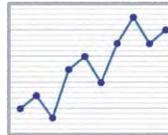
Impact Question 2:
What metrics lead to
your **destination?**

Configuration to Measure your Goals



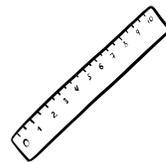
Business Processes

Map the steps. How will you ensure that the data is maintained?



Data Points

Identify the data. How and where will it live in the GMS?



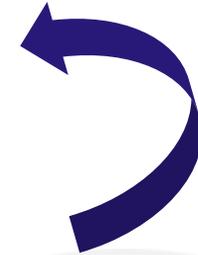
Metrics

Define the output. What do you want to measure?



Jumping Off Point

Define a baseline. What will you compare against?



Plan, Fuel, Launch...



1

Identify your jumping off point.



2

Communicate the desired outcome.



3

Provide training and support to stakeholders.



4

Iterate and revisit your processes and goals often.

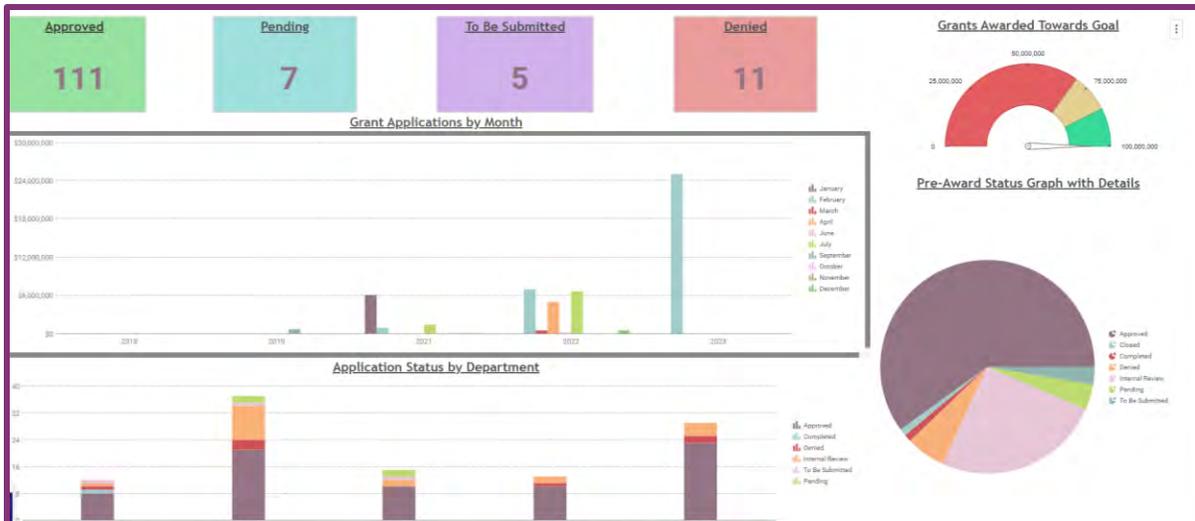
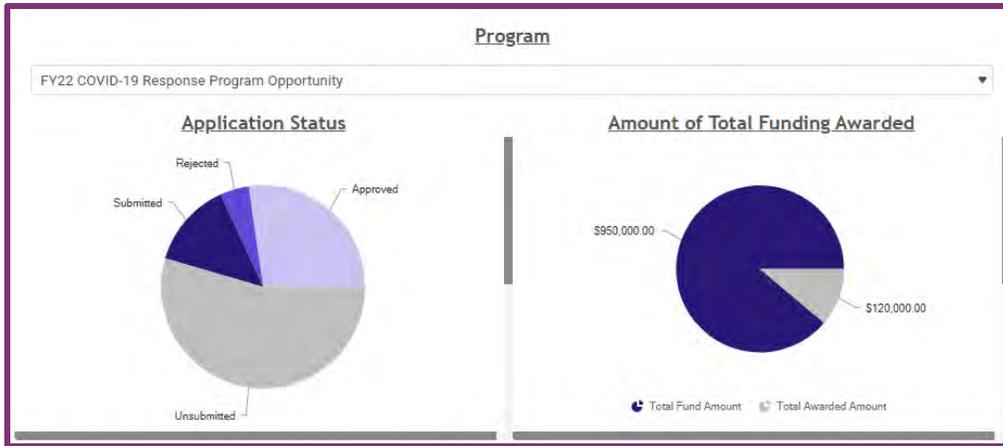
Impact Question 3:
What configuration
is needed to **launch**?



“The goal is to turn data into information, and information into insight.”

-Carly Fiorina (former CEO Hewlett-Packard)

Showcase the output



We partner with you to make a big impact on the community

\$64 M

Funds Managed

24

Programs Posted

293

Applications Submitted

110

Grants Awarded

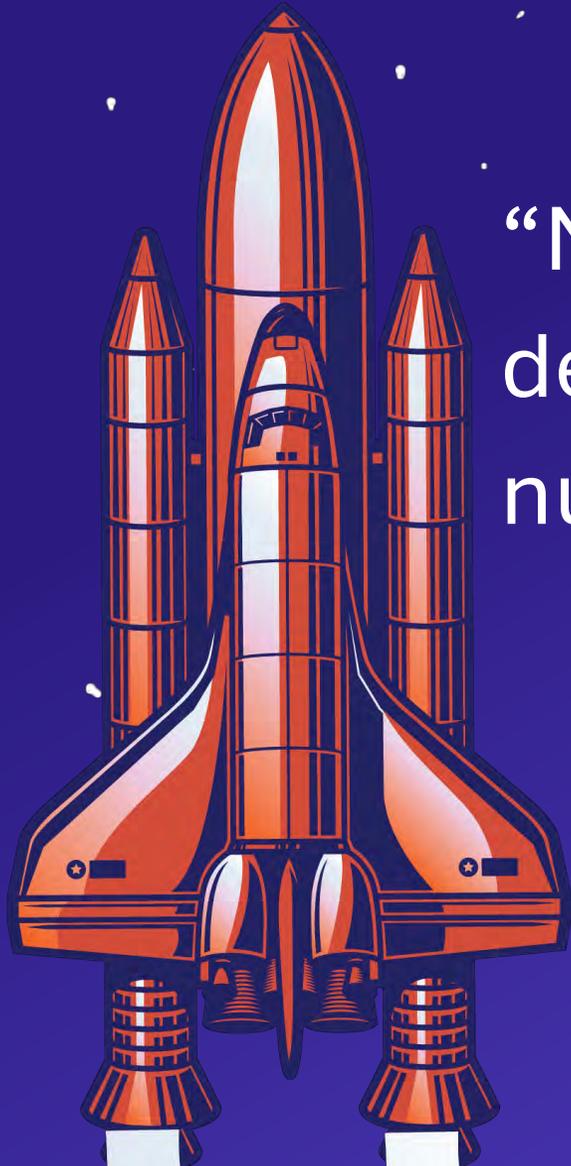
\$310M

2,422 Approved Requests

76

Active Users

Impact Question 4:
What is your strategy
to **visualize** the data
driving your
mission?



“No one ever made a decision because of a number. They need a story”

-Daniel Kahneman

Tell the story



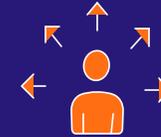
Potential Audiences

- Peer stakeholders
- “Users”
- Executives
- Community



Drive Engagement

- Set the stage
- Deliver the data
- Call to action
- Have the elevator pitch version ready



Maintain Momentum

- Avoid letting the story be a one-time event, build it into your culture.

Impact Question 5:
Who needs to hear
your *story*?

**We are your
partners in success.**



Impact Question 6:
How can Euna help
you reach your
destination?

EUNAV**ERSE**

Thank you!

Let's reach for the stars!

