



## HONEST CONVERSATIONS

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### STEP 4

# REFLECT & EVALUATE

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#### INTENTION

Reflect on the impact of your campaign.

#### OUTCOME



At the end of this step, you'll know what went well and how to improve your next health campaign.

#### CONTENTS

Measure Impact; Reflect on Your Campaign; Announce End of Campaign; Capture Your Work

#### TIME NEEDED

1 - 3 hours attended by a range of staff (executives as well as operational staff), volunteers, and community members.





# Measure Impact

Throughout the campaign, you have been passively and actively collecting information on the impact of your campaign. For example, you have information on how many people viewed your campaign through various forms of social media.

These data points help us answer important questions after the campaign ends, such as:

- How many people did it reach?
- Which channels were most effective?
- How many people shared their own stories?

Having this information in one place is valuable not only for identifying what worked well and what can be done better next time, but also showing partners and donors the impact that this campaign had on your community. To help you do this, we are providing a quantitative data collection tool that you can use to capture this information and generate visuals of the campaign impact. Use this tool when the campaign season closes and you are ready to look at the data collected throughout the campaign. Click on the image below to access the tool. You can also find a video tutorial on how to use the tool [here](#).

## DATA COLLECTION TOOL

**HONEST CONVERSATIONS DATA COLLECTION TOOL**

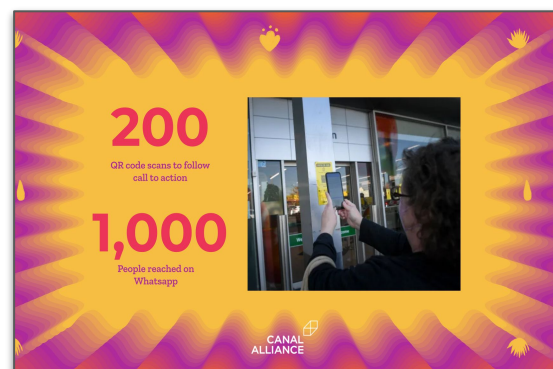
**Instructions**  
Please only fill out the cells that have this color:  
Additional instructions are in red italics in following tabs  
Example inputs are filled in green italics  
Go to file > Make a Copy for your CBO's use

**Community Based Organization Name**  
Your CBO Name Here

**Overview**  
This is a tool where you can capture the data you have been collecting throughout the Honest Conversations campaign. This is valuable to track, because you can quickly highlight the impact of your work to donors, potential partners, and the general public.  
Some ways you can use this tool are:  
1. Review the campaign's impact and discuss opportunities for improvement  
Use this tool along with the Campaign Reflections worksheet to discuss how to improve your next campaign.  
2. Create visual summaries of impact achieved that you can share on social media and with potential partners / donors  
Please go to "summary" tab for slide templates.  
3. Send the collected data to NRC-RIM and IDEO.org for wider circulation of your efforts  
Once you are finished populating this sheet, you can send the completed sheet to NRC-RIM and IDEO.org by clicking the buttons below.  
Go to File > Download > Microsoft Excel and attach the downloaded file in your email to NRC-RIM and IDEO.org

[NRC-RIM](#)  
[IDEO.org](#)

## IMPACT VISUAL TEMPLATE





OPTIONAL

# Reflect on Your Campaign

As your campaign comes to an end, use the questions on this sheet to reflect with your team on what went well and how you can incorporate learnings for your next campaign. You can reference the [Data Collection Tool](#) to review the quantitative data you've collected during this campaign.

## Reflect on Qualitative Data

To enrich this discussion, consider holding focus groups or interviews with community members to get their feedback on the campaign.

- Looking back on the campaign, do you see your organization doing this again? Why or why not?
- For the next campaign, what's the biggest improvement you can make?
- During the campaign, did the Season Topic and Call to Action seem aligned with current community health concerns? If not, what might you change?
- What aspect of the campaign seemed to resonate most with the community?
- If you held a launch event, what was the community response?

## Review Quantitative Data

Looking at the quantitative data you collected, reflect on the following questions:

- Were you able to share the stories with as many people as expected through your chosen channels?
- What might you do differently to reach even more people next season?
- What was the most successful way to collect stories? Why?
- Looking at the feedback on the stories you gathered in-person and in comments on social media, do you think the stories were effective for your community?
- Do you think the stories motivated people to follow the Call to Action you defined at the beginning of the campaign? Why or why not?



OPTIONAL

# Announce End of Campaign

If you plan on announcing the end of your campaign on social media, you can use this design template to let your followers know this season is over and to stay tuned for the next. Click on the image below to access the template.

SOCIAL MEDIA POSTS





OPTIONAL

# Capture Your Work

You've made it to the end of Step 4: Reflect & Evaluate. Use this page to capture your biggest win and something you'd like to do differently next time. Then you'll be ready for a new season with Step 1: Set the Foundation.

## THIS SEASON, OUR BIGGEST WIN WAS:

*Example: Over 300 people came to our launch event and we received 47 story submissions during this launch event.*

## FOR NEXT SEASON, WE'D LIKE TO TRY:

*Example: For this season of Honest Conversations, we focused on building print posters only. Next time, we'd love to recruit a volunteer from the local university to help us edit videos to share on TikTok.*



NRCRIM + IDEO.ORG

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# Thank You!

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We'd love to see what you have created.  
Please send any materials you feel  
comfortable sharing with us at:

[nrcrim@umn.edu](mailto:nrcrim@umn.edu)

