



TOOL | COLLECTIVE IMPACT YEAR ONE ACTION PLAN

Bringing it All Together: How to put a Collective Impact Plan together?

Bringing diverse leaders together to agree on a common agenda and a common approach is often an iterative process. This tool will help your team to summarize the early thinking and enable your team to develop a clear, comprehensive action plan to refine the focus and continue to grow support for your Collective Impact initiative.

TOOL DESCRIPTION:

This tool will assist you in consolidating and assessing the current status of your Collective Impact initiative. Using the five conditions of Collective Impact the tool will guide your team through the planning process. This tool will require your team to confirm the specific actions that are needed, to clarify and continue building support and build leadership for your initiative in order to achieve the needle-change impact.



TOOL HOW TO:

Using the framework on the next page work through the steps:

Step 1. – YOUR DESIRED IMPACT: As a leadership team, articulate your intended impact in a clear and measurable statement. (20min)

Collective Impact Year One Action Plan Framework

Initiative: _____

Step #1: Population Level Outcomes

Our Desired Impact:

Who are we trying to impact? What impact are we trying to create for them? When will we do this? How much impact will we have?

Our Intended Impact Statement:

Our Draft Intended Impact Statement Is:

Step 2. – ASSESS THE FIVE COLLECTIVE IMPACT CONDITIONS: Together as a team, identify the gaps and priorities in your strategy with respect to each of the five conditions of Collective Impact. (20min)

Step #2: Collective Impact Year One Action Plan Summary: Assessing the Five Conditions

Our Intended Impact: _____

Collective Impact	Gaps or Priorities	Actions Months 1-4	Actions Month 5-8	Actions Month 9-12
<p>Common Agenda/ Clarify Theory of Change and generate stakeholder co-ownership</p>				
<p>Refine and advance a Shared Measurement strategy & system</p>				
<p>Build a system of Mutually Reinforcing Activities to achieve your intended impact</p>				
<p>Develop a Communication plan to move your Collective Impact work forward</p>				
<p>Build and refine Backbone Infrastructure to guide the Collective Impact work</p>				

Step 3. – ARTICULATE YOUR THEORY OF CHANGE: As a team, articulate what actions you believe are required to achieve your intended impact. Where possible identify the individual and/or group that will be responsible for each action. (15 min)

Step #3: Our Theory of Change

What activities would your team like to explore this year related to your theory of change?

- What activities are required this year to achieve our desired impact?
- Who will be responsible for implementing these activities?
- When could the activities be done?

Activity	Who Will Lead?	By When?

Step #3: Your Theory of Change – A Visual

Can you create a visual that describes your Theory of Change on a single page? Draw it here:

Step 4. – INFORMATION GATHERING: Considering your Theory of Change, identify any outstanding information needs you have and how you intend to obtain it. Articulate a clear action plan – identifying who will be responsible for obtaining the information you need, and by when. (20min)

Step #4: Additional Information Needed for your Collective Impact Strategy

Additional Information Required:

What additional information is still needed to develop and/or refine our Collective Impact strategy?

How Will We Learn What We Need?

What is our plan to obtain, and make sense of, the additional information we need to refine our strategy?

Step #4: Your Information Gathering Action Plan

How will we collect the information we need and answer our key outstanding questions?

- What are the priority information gathering activities we need to focus on over the next 3-6 months as we finalize our plan? (One priority will be stakeholder engagement as outlined in Step #5)
- Who will be responsible for undertaking each information gathering activity?

Activity	Who Will Lead?	By When?

Step 5. – STAKEHOLDER ENGAGEMENT: Identify other individuals and groups who have an important perspective on your issue. Determine how best to engage each group in helping to refine your Collective Impact Strategy. Develop an action plan to undertake this engagement: who will do what, by when. (15min)

Step #5: Stakeholder Engagement

How will we collect the information we need and answer our key outstanding questions?

- Based on the major activities to be accomplished, who do we need to engage first?
- Why are we reaching out to this person/organization? What do we want them to do? (check your logic based on your Theory of Change)
- Who on our team is the best person to reach out to this potential partner?

Organization or Individual	Rationale for Engagement?	Key Contact	Who Will Lead This?

TOOL DEBRIEF:

Debrief questions can include:

- What actions do we need to take based upon our analysis?
- Review your Year 1 Action Plan. Do you believe that it is doable and achievable?
- If the work of your Action Plan was completed, would it give your team the information you need to be confident in the strategy of your Collective Impact Initiative?