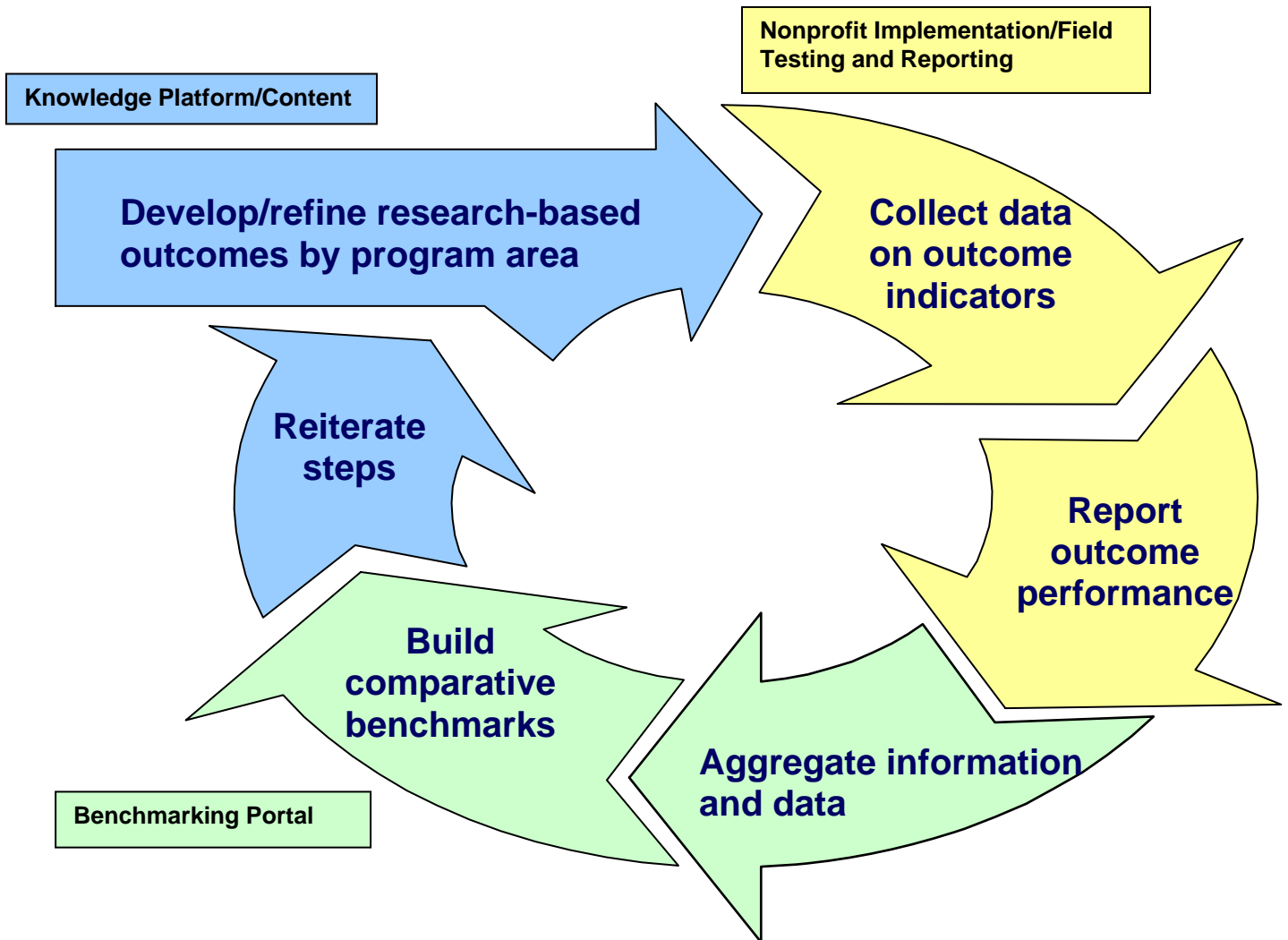




An Outcome Measurement and Benchmarking Portal For Nonprofit Organizations

The Urban Institute and the Center for WhatWorks

Our Vision



(over)

There are three interconnected parts to our design:

1. Knowledge Platform/Content:

The knowledge platform will contain our research-based outcome indicators, as well as related information, and will enable stakeholders to engage with one another through an online system to share experiences and good practices.

2. Nonprofit Implementation/Field Testing and Reporting:

Nonprofits will access our research-based outcome indicators information from the knowledge platform through existing software/data management systems.

3. Benchmarking Portal:

To facilitate the comparisons of these outcome indicators, we will build a repository to house key program outcome data and information collected from nonprofits and funders that can subsequently be used to compare outcomes and provide a basis for identification and dissemination of good/successful practices. Individual nonprofits would contribute their data to the portal and have the ability to view reports that show their performance relative to other like or similar organizations.

As the figure illustrates, the three components are fully interactive and dynamic.

- It starts with the knowledge platform where UI and CWW develop common outcomes for specific programmatic areas. This process includes discussions with and feedback from major stakeholders regarding appropriate and commonly used measures.
- It then moves to an implementation phase during which time nonprofits use the research-based indicators to collect and report the results of their own programs and feed that information into a common database that is the basis for the benchmarking portal.
- Finally, the data are aggregated and analyzed to create benchmarks that are grouped by organizational characteristics such as size and location of organization, type of services provided, clients served, etc.

The benchmarks will promote learning by the user community of nonprofits and donors and through built-in feedback loops will enable us to make adjustments to any part of the system based on empirical evidence.

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