

The Impact Measurement Framework

Short-term and long-term, built for accountability.

Diaspora leaders do remarkable work and undercount it constantly. The mentorship hours, the introductions, the funds moved, the institutions strengthened disappear from the record because nobody logged them as investment.

The Impact Measurement Framework treats your time, talent, and treasure as capital deployed, and capital deployed deserves a return you can name, track, and report.

What you will build. An investment inventory, a short-term indicator set for the next twelve months, and a long-term impact set for years one through three and beyond, each with data sources, owners, and review dates.

Framework spine. The 3Ts define what you invest. The 9As, especially Accountability and Answers, define what you owe the people watching.

THE MEASUREMENT CHAIN

Impact measurement follows one chain with four links. Investment is the time, talent, and treasure you and your community commit. Activity is what that investment produces: gatherings convened, professionals trained, funds deployed.

Short-term results are the changes you can observe within twelve months. Long-term impact is the durable change in your community or its institutions across one to three years and beyond.

Every funder, in every sector, asks the same three questions. What changed? For whom? How do you know? This framework exists so you can answer all three from evidence instead of memory.

Step 1. Complete Your Investment Inventory

Investment	What You and Your Community Commit	Monthly or Annual Amount
Time		
Talent		
Treasure		

Step 2. Set Your Short-Term Indicators

Choose three to five indicators you can observe within twelve months. An indicator you will never collect is a decoration, so choose numbers you can gather with the systems you have or can build this quarter.

Outcome Area	Indicator	Baseline Today	12-Month Target	Data Source	Owner

Step 3. Set Your Long-Term Impact Measures

Choose two or three measures of durable change across one to three years and beyond. Long-term measures answer the largest question: what stands in your community because your work exists?

Impact Statement	Indicator	3-Year Target	Data Source	Review Date

Step 4. Set the Accountability Rhythm

Accountability runs in two directions: to the institutions that invest treasure, and to the community that invests trust.

Review your indicators quarterly, report to your community annually, and revise targets when the evidence tells you to.

Accountability Action	Audience	Frequency	First Date
Indicator review	Your team	Quarterly	
Community report-back	Your constituency	Annually	
Funder or partner update	Your institutional partners	Per agreement	

YOUR FRAMEWORK IS READY WHEN

- ✓ Every indicator names a data source you control today or can build this quarter.
- ✓ Short-term and long-term horizons each carry their own targets and review dates.
- ✓ Your 3Ts inventory shows what the work truly costs in time, talent, and treasure.
- ✓ A reader holding only this framework could answer what changed, for whom, and how you know.