



THE COMMON FOUNDATIONS

Do you meet the Common Foundations standard?

You don't yet do any impact measurement—start by asking if impact measurement is for you.

Before embarking on implementation of the Common Foundations, it is crucial that you first ask yourself if your organization will benefit from impact measurement.

Impact measurement is useful for learning, innovation, demonstrating impact, and accountability. However, there are other ways to learn, innovate, demonstrate, and be accountable.

While the Common Approach is an advocate of impact measurement, the Common Approach recognizes that impact measurement is not the solution to all problems and is not appropriate in all situations. The Common Foundations essential practices are for organizations that have decided that impact measurement is appropriate for their organization.

You have decided impact measurement is right for you, and you want help to implement the essential practices.

The Common Foundations reiterates the essential practices that are common to many different approaches and frameworks. The Common Foundations are therefore **compatible with many other standards**.

There are many resources that can help your organization implement the essential practices, including **free videos**, **paid courses**, or trainers such as one of Common Approach Champions.

You can take training in *any* impact measurement method. They will cover the essential practices. That's why we call them the Common Foundations.

You already do impact measurement

If your organization is already engaged in impact measurement, there is a very good chance you are already aligned with the Common Foundations.



Confirming your alignment can be done quickly and easily, using Common Approach's **self-assessment tool**. A series of "yes" or "no" questions will help you determine whether your organization is already meeting the basic standards of impact measurement, or identify areas that may require attention.

Essentially, the self-assessment asks you, "Does your organization do all the essential practices of the Common Foundations?"

- **If yes**, your organization meets the minimum standard!
- **If no**, the assessment will have identified some areas for improvement that could help make your impact measurement more useful.

If you took the self-assessment for Version 1.0 and scored 100%, you continue to meet the minimum standard for Version 2.0 and are invited to officially adopt the standard.

You want your organization to be recognized for meeting the Common Foundations.

You may choose to officially adopt the Common Foundations by:

- Emailing info@commonapproach.org to ask for the Common Approach logo.
- Displaying the Common Approach logo anywhere you promote your affiliations and certifications.
- Promoting your alignment with the Common Foundations on your website, stakeholder communications, your annual report or key resources on impact measurement.

We welcome your input!

Once you meet the standard, you are joining a community of other social purpose organizations who have also met the standard. You are invited to provide input and help us shape the future evolution of the standard.

You can provide input by:

- Completing our **feedback form**.
- Responding to our calls for input and participation (**sign up for our newsletter** to ensure you do not miss these announcements, coming in late 2021 and early 2022).
- Joining the conversation on **LinkedIn**.
- Emailing us at info@commonapproach.org with feedback or questions.



Do you have a resource for measuring social impact that you want to promote? You can use the Common Foundations icons to show that your training or text includes all five essential practices. Email info@commonapproach.org and we will send you a kit for sharing your alignment!

Through public use of the logo and the Common Foundations icons, you are signalling that your organization is implementing the minimum standard of impact measurement. You are also helping to support the development of the Common Approach community of adopters of the standard.

We hope you will join us!



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