COMMON APPROACH
TO IMPACT MEASUREMENT

Call for Applications

SPO Council 2027–2028

Common Approach to Impact Measurement is working towards an impact measurement ecosystem that centres the needs of social purpose organizations (SPOs) while still giving funders and investors the data they need. The vision rests on four community-driven standards: the Common Foundations, the Common Impact Data Standard, the Common Form, and the Common Framework. Together, they aim to make impact measurement more useful, more efficient, and more focused on the people whose lives are most affected by the work of SPOs.

Common Approach is inviting **eight leaders from social purpose organizations (SPOs) from all around the world to join the SPO Council for its 2027–2028 term**. We are looking for people who can bring the realities of day-to-day impact measurement into decisions about how our Standards develop, and who are curious about what the Standards could mean for their own organizations.

Whether your organization already uses the Common Approach Standards or is only beginning to explore them, we would love to hear from you. **We are hoping for a mix of perspectives**; diverse vantage points ensure the Standards work for more organizations.

About the Council

The SPO Council is a working committee of Common Approach with two-year terms (January 2027 to December 2028). Its mandate is to oversee the Standards from the SPO perspective and to take on projects that deliver value to social purpose organizations.

Standards are communities, not documents. For the Standards to be community-driven, the substantive direction of each one is shaped by committees of users and people with expert knowledge. The SPO Council is among the most important of them. It brings together people from nonprofits, charities, impact-driven businesses, social enterprises and cooperatives, and helps ensure the Standards are developed in line with Common Approach's guiding principles.

Council members, as strategic partners to the Common Approach team, are co-developers and stewards, not end-users giving feedback on a finished product. Your input shapes all of our four Standards.

What the Council will do

Two initiatives sit within the Council's mandate for this term. They are a starting point rather than a closed list: the Council and the Common Approach team may agree to take on other projects that would be of value to SPOs, and any new project would be discussed with members first.

Oversee the Standards from the SPO perspective

The Council is the first external body to see Common Approach's drafts and updates to the Standards, and members help ensure each reflects the realities of social purpose organizations. Three reviews are anticipated:

1. **Common Foundations Version 3.0:** The exposure draft is anticipated at the end of January 2027 and the final standard at the end of March 2027. Members will give written feedback and join structured review sessions ahead of public release.
2. **Capacity builders strategy:** Members will review Common Approach's strategy for recruiting, vetting and supporting the capacity-building partners who deliver training and onboarding to SPOs, and advise on what makes a capacity builder effective and trustworthy from the perspective of the organizations they serve.
3. **Common Framework:** Members will review proposed refinements and supporting documents, particularly for aggregating impact data across a portfolio and within a multi-program organization, and help judge whether the guidance is clear and usable.

These reviews are concentrated around each draft rather than spread evenly across the term. Pre-reading is shared ahead of meetings so that time together can be used for discussion.

Champion adoption of Common Approach standards among funders

Organizations benefit from Common Approach's Standards when two or more of their funders accept reporting in the form of an impact data capsule (a shared format for impact data). We have learnt that our Standards can reduce administrative burden and save an organization reporting time when a second funder also accepts their report in that format.

Each funder that comes on board increases these benefits for the SPOs it supports. Funders seem most likely to explore the Standards when they hear from SPOs they already

work with, and when a trusted introduction connects them to the Common Approach team.

We believe SPO leaders are well placed to help with this. Council members are invited to:

- identify funders in their own networks who may be curious about the Standards;
- make warm introductions to the Common Approach team; and
- review funder-facing content so it reflects SPO experience.

Common Approach will handle the technical conversations but members will also be welcomed to share their organization's experience of the Standards where possible.

What we are asking of you

We are asking for about 5 days of work per year (roughly 30 hours) over a two-year term (January 2027 to December 2027), with the possibility of one consecutive renewal. The time is concentrated around meetings and reviewing updates to our standards and product demos rather than spread evenly. It is made up of:

- **Council meetings:** six 60-minute virtual meetings a year (one every two months) with about 60 minutes of preparation or follow-up for each (about 12 hours a year).
- **Standards review and ongoing guidance:** reading and giving feedback on the Common Foundations Version 3.0, the capacity builders strategy, and the Common Framework, and taking part in reviewing decisions (about 13 to 15 hours a year).
- **Funder introductions:** sending personal introductions by email to contacts at relevant funding organizations (3-5 hrs a year).
- **Optional convenings and co-presentations:** variable, at your discretion.

We understand this role sits alongside demanding work, and we will do our best to work around your capacity, in whatever way feels most doable.

Members receive an honorarium of $2,000 per year in recognition of their time. This can be paid to the member directly or to an employer that agrees to the member serving during paid working hours

About you

You do not need to be using the Common Approach Standards to apply. We are hoping to hear from leaders who:

- lead or help lead a nonprofit, charity, impact-driven business, social enterprise or cooperative;
- have some oversight of impact measurement and data use within your organization, and the influence to shape how it approaches them;
- have relationships with the funders of your organization;
- understand, holistically, how impact measurement relates to other essential management and learning practices for SPOs; and
- have completed the latest Common Foundations self-assessment. It can be completed before, or as part of, your expression of interest, and it helps us understand the impact measurement maturity of the organizations represented on the Council. Please use the same email you used in your assessment to send your application.

Current use of any of our Standards (either through a third-party software platform or any of Common Approach's tools) is welcome, but is not required. We are hoping for a mix of organizations that already use the Standards and organizations that are newer to them. The Council works best with both members with sustained experience can speak to how the Standards work in practice, and members who are newer can show us where they are easy to enter and where they are harder to follow.

What you can expect from Common Approach

- **Influence on the Standards:** Members are co-developers and stewards, not end-users giving feedback on a finished product. Your input shapes all four Standards.
- **Recognition:** With your consent, you will be named on the Common Approach website, in relevant reports and in published materials that draw on the Council's work. Members may be invited to co-present at convenings, conferences and webinars.
- **Access and learning:** Early access to new Standard versions, tools and learnings, an invitation to all relevant Common Approach-hosted convenings, internal briefings on ecosystem developments, and a peer network of senior leaders across the country working on impact measurement with a shared vocabulary.
- **Reduce administrative burden and position your organization as a leader and change-maker in the SPO ecosystem**: SPOs like yours stand to reduce administrative burden on multi-funder reporting as more funders adopt the

Common Impact Data Standard and the Common Framework. Help lead the way in making these benefits available to more SPOs.

- **Respect for your capacity:** Well-prepared materials ahead of each meeting, and reasonable accommodation for your time and other commitments.
- **An honorarium:** $2,000 per year, as described above.

How to express interest

We would love to hear from you! Please send a short note to **info@commonapproach.org** with "SPO Council" in the subject line. It does not need to be long. Tell us:

- who you are (a short bio is sufficient)
- about your organization and its sector
- where you are with impact measurement today
- which funders you work with (in general terms is fine)
- what draws you to the Council.

You may attach a resume but this optional.

Please also confirm that you have completed the Common Foundations self-assessment, or complete it as part of your expression of interest.

If timing, format or accessibility are a barrier, please tell us, and we will find a way that works.

We will accept and review expressions of interest until 12:00 GMT on Friday, November 27, 2027.

If it would help to talk before applying, you are welcome to book a 30-minute conversation. This is optional.

Common Approach will prioritize sectoral, impact measurement maturity and geographic diversity when selecting committee members, along with a balance of current and new users of the Standards. We will respond to everyone who reaches out.