



MEASURE YOUR IMPACT IN 5 STEPS

1. GET READY!

DOWNLOAD THE GMC SURVEY ON YOUR PHONE.

IDENTIFY WHERE, WHEN AND WHO YOU WILL ASK QUESTIONS. THIS COULD BE DOOR TO DOOR, AT A BUSY MARKET PLACE OR OVER THE PHONE.

2. GET TO KNOW YOUR COMMUNITY

GO TO THE LOCATION YOU SET AND INTERVIEW AT LEAST 100 PEOPLE. THEY ARE YOUR BASELINE.

KEEP THE DETAILS AND NOTES OF EVERYONE YOU TALK TO.

3. RECORD YOUR DATA

NOW YOU'VE CONDUCTED YOUR BASELINE.

MAKE SURE YOU ORGANISE THE INFORMATION YOU COLLECTED.

4. WHAT DID THE COMMUNITY LEARN?

ONCE YOUR MEDIA CAMPAIGN IS DONE, GO BACK TO THE SAME LOCATION AND REPEAT STEP 2.

IT'S JUST LIKE LAST TIME, YOU'RE ALREADY AN EXPERT RESEARCHER.

COMPARE THE RESULTS WITH YOUR BASELINE. KEEP A NOTE ON ANY CHANGE IN NUMBERS AND OPINIONS.

5. SHARE YOUR LEARNINGS

BY REPEATING STEP 4, YOU CAN ALWAYS GO BACK AND MONITOR THE PROGRESS YOU MEDIA HAS MADE.

CONGRATULATIONS, YOU'VE CONDUCTED IMPACT MEASUREMENT.

SHARE YOUR RESULTS WIDELY.