



Dear partner,

I hope we have expressed to you the depths of our gratitude for your time and engagement in helping to inform the field of collective impact by sharing your work. As you know, the resulting study, “When Collective Impact has an Impact” is the first independent, third-party study of the real population level and systems change outcomes of collective impact. It was an honor for us to have the opportunity to learn from so many incredible initiatives.

We want to support the time and effort you invested to contribute to this work by ensuring we share your challenges, opportunities, and lessons learned with other collective impact practitioners, funders, and partners. While we are planning to share results through presentations, webinars, and other forums, we wanted to offer some quick sample content for sharing the study through your own communications channels, if desired. We welcome any ideas you have for helping other practitioners through this work.

Please don’t hesitate to reach out to us if you have questions or concerns. We are grateful for your partnership, as we work to build the field of systems change innovation.

Warmly,

Spark Policy Institute and ORS Impact

Helpful Resources

ORS Impact and Spark Policy Institute were commissioned by CI Forum to conduct the collective impact study. Each entity will be sharing study results through various communications channels, which you may be interested in following:

- Twitter: [@CIForumTweets](#), [@ORSImpact](#), [@SparkPolicy](#). We'll be using the hashtag [#CIForum](#) to announce and discuss the study.
- Websites:
 - o collectiveimpactforum.org
 - o orsimpact.com
 - o sparkpolicy.com
- Collective Impact Study Contact: Terri Akey at takey@orsimpact.com.
- Link to Executive Study:
http://sparkpolicy.com/wp-content/uploads/2018/02/CI-Study-Executive-Summary_February-2018.pdf
- Link to Full Study:
http://sparkpolicy.com/wp-content/uploads/2018/02/CI-Study-Report_February-2018.pdf

Newsletter Copy

[Our organization] was among the 25 collective impact sites that participated in a just released study from ORS Impact and Spark Policy Institute “When Collective Impact has an Impact.” The study was philanthropically funded by multiple foundations based in the U.S. and commissioned by the Collective Impact Forum to provide a balanced, independent assessment of whether and how collective impact is contributing to population- and systems-level outcomes.

The study found that collective impact initiatives can and have contributed to population change, and reveals implications for stakeholders, including:

- Collective Impact is a long-term proposition; take the time to lay a strong foundation
- Systems change is iterative; build the infrastructure to support iteration
- Equity is achieved through different routes; be aware, intentional, and adaptable
- Collective impact initiatives take on different roles in driving change; be open to different routes to making a difference

Additionally, the study unpacked how different types of early outcomes and systems changes mattered and explored how equity capacity, representation, and action are part of leading to equity outcomes.

The study findings can be a tool—for refining the collective impact approach, strengthening existing initiatives, supporting new initiatives, and evaluating collective impact more meaningfully. **Download the report** [link to: http://sparkpolicy.com/wp-content/uploads/2018/02/CI-Study-Report_February-2018.pdf] to learn more.

Facebook Post

We're one of 25 sites that contributed to a newly released study "When Collective Impact has an Impact." The study explored the challenges and opportunities of the collective impact approach, and outlines implications for funders, implementors, community participants, and evaluators.

[\[http://sparkpolicy.com/wp-content/uploads/2018/02/CI-Study-Report_February-2018.pdf\]](http://sparkpolicy.com/wp-content/uploads/2018/02/CI-Study-Report_February-2018.pdf)

Twitter Posts

- New study from @SparkPolicy & @ORSImpact shows the impact of #collectiveimpact. #CIstudy <http://bit.ly/2CQbAFh>.
- #CollectiveImpact initiatives can and have contributed to population-level change. But there's much more to learn in the new #CIstudy commissioned by @CIForumTweets. <http://bit.ly/2CQbAFh>.
- Check out lessons learned from our initiative, and implications for others in #collectiveimpact. <http://bit.ly/2CQbAFh>. #CIstudy