# Global Shapers Hub Impact Report Toolkit

Based on London Hub II's 2023-24 Experience

In July 2023, London Hub II published its 2023-24 Impact Report. In response to the amazing feedback and queries from quite a few Global Shapers Hubs, this Impact Report Toolkit is prepared based on London Hub II's experience to walk interested Curators and Impact Officers through how we approached our advanced preparation, structuring, data collection, data presentation, and marketing outreach.

Check out our 52 pages of impact online:

https://www.londonglobalshapersii.com/_files/ugd/c3c144_8a91a959e1044678a4c408db1a257f9e.pdf
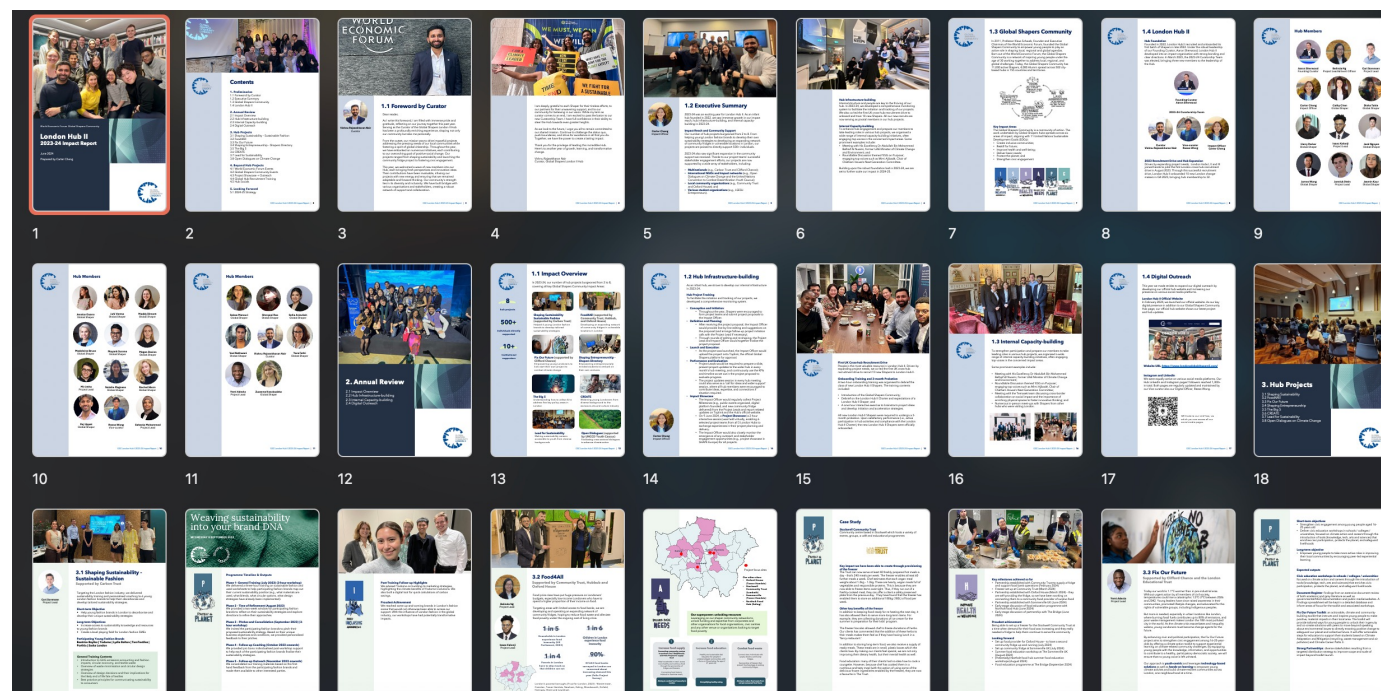
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Before you kick-start writing...(1)

You need to think about advanced preparation, structuring and data collection. Here're some general tips...

Advanced Preparation

Three things stand out at this stage:

Well-functioning Project Tracking System

This doesn't need to be an intricate system – could just be the internal procedure to have Project Leads update a slide to present their project updates in every month's hub meeting. This would allow you to have the most updated information for each project.

After your hub projects reaching certain milestones (e.g., workshop delivered / community fridge set up), it would also be incredibly helpful to collect relevant data (e.g., workshop materials / community project impact) from your Project Leads. Try to do that **straight after the delivery of the milestone** – it would be way harder to pull a comprehensive set of data months after as everyone has moved on. So try to do it when everyone's minds are still on it.

Habit of Collecting Pictures throughout the Year

Can't stress this more – photos are the key evidence of what your hub has done. They add authenticity and credibility to your Impact Report. So do take pictures throughout the year!

Curators and Impact Officers may not be present in every event launch / project milestone. Try to remind your Project Leads to take pictures on site and post them in your hub's group chat. Your hub's **WhatsApp Group Chat Photo Library** will be your handy database by the end of the year.

Effective Photo-taking

This means **having both your hub members and stakeholders in the photo, showing what they were doing**. There was a funny story at London II, where we had a workshop delivered but we only remembered to take picture of the amazing (empty) venue. As you can imagine, that wouldn't be a rock-solid piece of evidence that a workshop actually happened. So please learn from our mistake.

Before you kick-start writing...(2)

You need to think about advanced preparation, structuring and data collection. Here're some general tips...

Structuring
Two things stand out at this stage:

Plan Early On
Planning for the structure of the Impact Report should be a **quick task** (it took us 10 minutes in April 2024, i.e., 2 months before the actual drafting). But doing this ahead would enable you to have a **clear idea of what kind of data you would need**. What we did next were to drag the data we already collected to the frame and figure out what additional data we needed. With the structuring done early on, you will have plenty of time to request additional data from Project Leads and external stakeholders.

Logical Structure
One size can't fit all. Every hub has their own way to shine. London II's tip is to think about **what stakeholders your hub wants to approach with this Impact Report** in hand and what structure of your report would make most sense to them.

Having community partners and potential funders as our key target audience, we structured our Impact Report in a rather straightforward way:

Preliminaries: This part includes foreword, executive summary, GSC and hub Introductions. These elements exist to make your report look comprehensive and professional.

Annual Overview: This part includes impact overview, internal infrastructure-building and capacity-building, and digital outreach. These elements help you to **give contexts** to your hub projects and give an idea of how your hub was functioning.

Hub Projects: Project details and impacts of each project – this is the **main course** of the Impact Report.

Beyond the Projects: This part includes the WEF, GSC initiatives and hub socials your hub members were part of, adding colours to the entire report.

Next year's Hub Strategies: a logical way to wrap up the report by looking forward.

Before you kick-start writing…(3)

You need to think about advanced preparation, structuring and data collection. Here're some general tips…

Data Collection

Five things stand out at this stage:

Give early heads-up

As mentioned, if you have the report structure outlined early on, you should have a clear idea of what kind of data you need by then. At London II, we gave 'advanced heads-up' to Project Leads in **April 2024** that they had the responsibility to report annual project data in the coming months.

You will need data from **3 groups of people**:
- Project Leads: project data
- Outgoing Curatorship Team: foreword
- Incoming Curatorship Team: next year's strategies

The trickiest part is project data. As it may involve collecting stats from external partners, try to **allow for at least 1 month** for the data collection process.

Tailored Survey to Project Leads

After giving out heads-up, what happened next was to **follow up with Project Leads individually** to request the specific data needed. At London II, we sent out short surveys tailored for each project. For example, for mentorship programmes, we asked how many mentees / mentors were involved; for community fridge projects, we asked how many meals we provided weekly / monthly.

The tailoring step is key because, **if you ask the right questions, you are more likely to get back the right answers**. If you send out generic questions, more than often what you will get back would be 'NA' for multiple fields, which wouldn't add any value to the report.

Logo Issues

When sending out tailored surveys, we also asked whether we could use the logos of our external partners. Can't stress it more – **consent is key**. Asking this altogether when requesting stats from external partners should save you time from going back-and-forth with external partners at later stages.

Before you kick-start writing...(4)

You need to think about advanced preparation, structuring and data collection. Here're some general tips...

Making Good Use of Previous Documents
Tailoring project surveys may sound like a laborious task. But no, at the beginning of each project, Project Leads were already required to submit a **Project Proposal (with Project KPIs listed)** for the Impact Officer to upload on TopLink. To save time and effort, you can make good use of the outlined KPIs, make necessary adaptations, and ask for the actual data based on those KPIs.

Project Showcase
If your hub held a Project Showcase to exchange experiences with other hubs, the **Project Showcase deck** could be another handy source of information. If the Project Lead prepared a presentation, you essentially already had 90% of the contents needed for the report.

During drafting...

You need to think about the presentation. Here're some general tips...

Presentation
Four things stand out at this stage:

Nail Every Opportunity to Use Photos
As mentioned, photos give authenticity and credibility to your Impact Report. Bearing in mind the effective photo-taking technique, try to include photos whenever you can—especially when they complement your page design and layouts.

Balancing between Photos and Text
Photos are your key pieces of evidence. But textual contents are equally important. They **give contexts, details and weights** to what your hub has achieved. Drafting all the contents may sound like another laborious task. But no - again, you can try making good use of the **existing textual resources** (e.g., **Project Proposals, Hub Meeting Updates, LinkedIn / Instagram Posts**, **Project Showcase deck** etc.). These resources could save you a huge chunk of time while drafting your contents.

Report Design
Quite a number of Impact Officers reached out to inquire about the software London II used for our Impact Report. We used **Adobe InDesign**. We didn't use any existing templates. Instead, we just constructed everything on a blank page. Another alternative is **Microsoft PowerPoint**, which also gives you **maximum autonomy in page layout and design**. (Plus, you can actually change the page orientation to 'Portrait' to generate an A4 document.)

Proofreading
The last step before launch would be proofreading. Feel free to flow the final draft of the Impact Report to the outgoing and/or incoming curatorship teams for proofread. You might already have stared at the same document for days, making you numb to any careless mistakes. **Using fresh pairs of eyes** would really help.

Marketing Outreach

Now you need to think about how to maximise readership. Here're some general tips...

Hub Website
After uploading the report onto Toplink, we first thing we did was to upload it onto our Hub Official Website (https://www.londonglobalshapersii.com). This step wasn't about web traffic that our website normally attracts, but more about giving us an official URL to share the report on other platforms. With this URL, everyone can easily repost on LinkedIn / download the report.

Social Media
We then had the report shared on both our LinkedIn and Instagram pages. We also had our Curators and Project Leads to give **personal pushes to the report by reposting**. Sharing the report on various **curatorship and Impact Officers WhatsApp groups** could also help. Another strategy we are about to use is to divide our 52-page report into **short sneak peeks** (photo + short intro + link to full report) on Instagram. This strategy should help your hub to attract steady traffic while giving out key info in piecemeals.

External Stakeholders
Last but not least, don't forget to share your report with your hub's external partners and potential sponsors / supporters. If the Impact Report is done right, it should bring credibility (and possibly partnerships and support) to your hub.