

— SOCIAL ROI —



Guided implementation using IGROW tools

to establish a minimum viable “**impact per dollar**” (cost per outcome) system and turn it into donor-ready materials for **grants, credibility,** and **reporting.**



Impact per Dollar Implementation (1:1) – Social ROI installed in 6 weeks

IGuided implementation using IGROW tools to install a minimum viable “impact per dollar” system (cost per outcome) and convert it into donor-ready assets for grants, credibility, and reporting.

Includes

- Templates + system + 1:1 support
- Exportable deliverables (1-pager, deck, pre-proposal, evidence pack)
- Certified internal ROI Practitioner (installed capacity)

Install your Impact-per-Dollar (ROI) system in 6 weeks – with verifiable evidence.

- Calculate cost per outcome in a defensible way (with sensitivity analysis and clear assumptions)
- Turn data into donor-facing assets (1-pager, deck, pre-proposal)
- Install an ROI Engine (roles + rituals + data QA) to report without heroics
- Includes a certified internal ROI Practitioner (installed capacity)

Final deliverables (the “kit” that remains installed)

1. **Impact-per-Dollar Canvas (1 page) for 1 priority program**
2. **ROI Calculator (Sheets/Excel)** with full costs and outcome sensitivity
3. **Measurement Chain / Impact Map** (inputs → outputs → outcomes → cost per outcome)
4. **MEL Lite + ROI Engine:** roles, monthly/quarterly cadence, data quality checklist
5. **1-page Impact Sheet (donor-friendly)**
6. **ROI Pitch Deck (5 slides) + 60-second script**
7. **2-page ROI Pre-Proposal (ready to “open doors”)**
8. **Minimum Evidence Pack:** tracker + folder structure (“single source of truth”)
9. **90-Day ROI Plan** (what will be sustained, by whom, when, with what data)

IGROW method applied as an implementation tool, not theory

- **I – Issue / Intent:** which program and which pain point should ROI solve?
- **G – Goal:** clear outcome definition and a realistic reporting target
- **R – Reality:** what data exists, how reliable it is, what costs are available
- **O – Options:** metric options, sources, frequency, level of evidence (no overclaiming)
- **W – Way forward:** action plan, owners, timeline, “definition of done”



Support structure (recommended): 6 weeks, 100% implemented

Sprint 0 – Pre-work (60–90 min, asynchronous)

Objective: start on Day 1 with a selected program and minimum data.

- Choose 1 priority program (the most donor-facing)
- Gather: real budget, costs by category, prior reports, existing indicators, available evidence
- Create a base folder + draft evidence tracker

Output: program defined + folder + list of data gaps.

Week 1 – IGROW: Issue + Goal (“donor-grade” definition)

In session: clarify the main outcome and the metric.

Deliverables

- Impact-per-Dollar Canvas v1
- Outcome + indicator definition (with clear boundaries)

Quality criterion

- The outcome can be explained without fluff in 2 lines, and it’s measurable with a real source.

Week 2 – IGROW: Reality (costing and formula without “fantasy”)

In session: build the ROI Calculator with full costs (including enablers: coordination, MEL, basic compliance).

Deliverables

- ROI Calculator v1 (with “Cost per outcome” and sensitivity)

Quality criterion

- Anyone in finance understands what’s included in total cost and can audit it.

Week 3 – IGROW: Options (measurement chain and evidence)

In session: build the Impact Map + define data, frequency, and QA.

Deliverables

- **Impact Map (measurement chain)**
- **Data sources + frequency + owners**

Quality criterion

- No false causality claims: you clearly indicate what you can **attribute** vs **contribute**.

Week 4 – Way forward (installing the operational “ROI Engine”)

In session: install the ROI Engine as a monthly operation: define roles (owner/collector/QA/reporter), agree the monthly ritual (agenda + decisions + outputs), and build the mini dashboard in Sheets with its data quality checklist so the number updates frictionlessly.

Deliverables

- ROI Engine Setup Checklist (roles: owner/collector/QA/reporter)
- Monthly ritual (what is reviewed, when, by whom)
- Mini dashboard tab (Sheets) + data quality checklist

Quality criterion

- In 30 minutes per month, the team can update the number and sustain it.

Week 5 – Donor-facing assets (what opens doors)

In session: turn the internal system into donor-facing assets: synthesize the ROI into a 1-page story, build a 5-slide pitch deck with a 60-second script, and write a conservative donor-ready statement including a limitations note to increase credibility (no inflation).

Deliverables

- 1-page Impact Sheet
- ROI Pitch Deck (5 slides) + 60s script
- Conservative “donor-ready” statement (no inflation)

Quality criterion

- “One chart, one story, one number” + a limitations note (that builds trust).

Week 6 – Final package + test (simulation)

In session: assemble the final package and “stress test” it with a simulation: finalize the 2-page ROI Pre-Proposal, organize the minimum evidence pack (tracker + links + structure), close the 90-Day ROI Plan, and deliver the donor presentation (10–12 min) followed by 5 tough questions to validate that the case is defensible (cost, evidence, limits, and risks).

Deliverables

- 2-page ROI Pre-Proposal
- Minimum evidence pack (tracker + links + structure)
- 90-Day ROI Plan
- Simulation: 10–12 min “donor presentation” + 5 questions
- **Approval criterion (benchmark):**
 - The team can answer: what changed, how it’s measured, how much it costs, what evidence exists, what limits apply, what risks exist, what you’re asking for.



Includes: Internal Practitioner training (installed capacity)

We don’t just support tool adoption; we also train a practitioner within your organization to leave installed capacity.

This way, the organization will have an internal owner of the system (rituals, templates, QA, and dashboard) so it can be sustained without relying on external support.

What if there is staff turnover?

We offer an optional **Transfer Seat**: if there is turnover, training can be transferred to another person within a defined window.

This also includes an **Onboarding Pack** + the option of a one-time transfer seat (within 60–90 days) or an “express recertification.”

The **Onboarding Pack** can be used as an induction tool for another internal team member or a new hire.

Investment

Regular price: USD 5,000

Special May offer: USD 750* (85% off)

*Includes practitioner training

LIMITED SLOTS UNTIL FULL

Contact: info@grantwriter-lab.com

WhatsApp: +503 7942 1717 | +1 410 844 5438

All our implementation programs are “**done-with-you,**” using coaching tools—one step beyond generic training courses.