

Inspiring Impact Network – Sharing news from your evaluation

Guides

NCVO – ‘How to’ series

- How to use your evaluation findings to engage your external audience

<https://knowhownonprofit.org/how-to/how-to-use-your-evaluation-findings-to-engage-external-audiences>

- How to communicate your impact

<https://knowhownonprofit.org/how-to/how-to-communicate-your-impact>

- How to write a press release

<https://knowhownonprofit.org/how-to/how-to-write-an-effective-press-release>

Getting your messages right

<https://mediatrust.org/communications-support/resources/getting-messages-right/>

Annual reviews & impact reports

<https://www.charitycomms.org.uk/a-year-in-the-life>

Podcasting

<https://www.thepodcasthost.com/planning/how-to-start-a-podcast/>

Inclusive communications

[http://www.activityalliance.org.uk/assets/000/000/020/EFDS_Inclusive_comms_guide_accessible_PDF_APRIL_2014_FINAL\(1\)_original.pdf?1456915910](http://www.activityalliance.org.uk/assets/000/000/020/EFDS_Inclusive_comms_guide_accessible_PDF_APRIL_2014_FINAL(1)_original.pdf?1456915910)

Websites

Media Trust: <https://mediatrust.org/>

Charity Comms: <https://www.charitycomms.org.uk/>

Blogs

Giving feedback to creatives (designers)

<https://www.charitycomms.org.uk/charitycomms-blog-tips-for-giving-feedback-to-creatives>

Using digital to bring your impact to life

<https://madlinblog.wordpress.com/2018/03/16/using-digital-to-bring-your-impact-to-life/>

<https://www.charitycomms.org.uk/demonstrating-your-impact-with-digital-storytelling>

Using social media

<http://www.northumberlandcva.org.uk/news/blog/440-thirty-tips-to-help-you-get-the-most-from-social-media>

Free apps for creating visuals

Wakelet (brings tweets, photos & text together in an online story)
<https://wakelet.com/home>

Canva (templates and images to create infographics, flyers & newsletters)
<https://www.canva.com/>

Biteable (easy to build animations)
<https://biteable.com/>

For helpful tips about how to evaluate your work see the range of [ESS Evaluation Support Guides](#)