

# Makerble



Your Guide to Getting Started

# Welcome to Makerble!

At the heart of what we do are our four core values. We're not just here to help you collect data, ultimately we believe that our technology will help you change the world **faster**. Here's how.

Giving your colleagues **Individual Recognition**  
which boosts motivation and thus productivity by making them feel proud and responsible  
for their personal contribution towards your organisation's impact

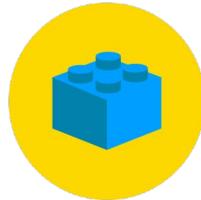


# Makerble



## Continual Improvement

putting feedback and best practice  
at your fingertips so you can  
improve your projects'  
effectiveness



## Easily Rebuildable

so you can always customise Makerble to fit the evolving needs of  
your organisation as your funders and projects change



## Interactive Transparency

so managers, funders and  
potential donors can explore your  
impact at the click of a button so  
you don't have to spend days  
creating bespoke reports

# You can expect to see improvements in these three areas

## Improved Efficiency

- Reduce duplication and miscommunication
- Spend less time reporting back to funders and managers

## Greater Impact

- Increase in effectiveness of projects due to Makerble's inbuilt accountability and analysis

## Higher Revenue

- Boost reputation among partners and the public
- Increase success rate of grant applications
- More individual donors

Our clients include



Local Trust | Big Local



# Getting Started with Makerble

Give our office a call or send us an email to **fast-track** the setup of your account.

Tel: +44 (0)20 8123 6253

E: [hello@makerble.com](mailto:hello@makerble.com)

Whilst you can create projects, participants and stories yourself, some of the finer tweaks require a helping hand which we are happy to provide.

Or you can use this guide to get setup yourself.



1

Recap of what  
Makerble is

2

Arrange your  
work into  
projects

3

Group projects  
into Bundles

4

Track Activities  
and Attendance

5

Add categories  
like Age and  
Gender

6

Create your  
participant  
records

7

What difference  
do you make to  
people's lives?

8

What evidence  
do you have for  
the difference  
you make?

9

Your Stories are  
reportable  
instantly

10

Assign your  
colleagues to  
projects

11

Manage your  
organisation's  
account

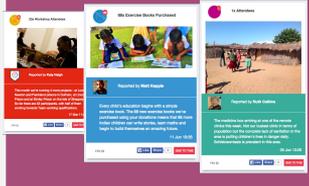
12

Flexible Pricing

# 1. Quick overview of Makerble

Makerble is a tool which enables organisations to track, improve and share their impact.

[Click here to watch a Video Tour of Makerble](#)

Projects	Impact Metrics	Participants	Team	Stories
				
<p>Any campaign, project or programme you run can be a Project. You can group projects into <b>Bundles</b>.</p>	<p>This is our term for outputs, outcomes and indicators</p>	<p>The people who benefit from a project (i.e. Beneficiaries)</p>	<p>People who can login to their own account; e.g. Staff, Volunteers, Supporters; even Trustees</p>	<p>Stories are how your team members record the progress they make towards your impact</p>

# 1. Creating or joining your organisation's account

## If your organisation already has an account on Makerble

Ask the person who created the account to add you to the projects you should be part of.

## If your organisation does not have an account on Makerble

1. Create your own personal Makerble account by clicking the **Sign Up** button in the top right
2. Create an account for your organisation by pressing **MAKE PROGRESS** in the top right corner of the menu and selecting **Make An Organisation**.
3. Fill out the basic information. You can always edit this information later. You don't need to complete it all.

More

+ Make Progress

Make A Scale

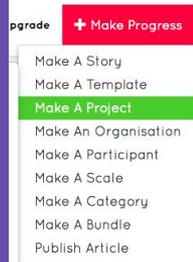
Make A Template

Make A Segmentation

Make A Bundle

Make An Organisation

# 2. Arranging your work into projects



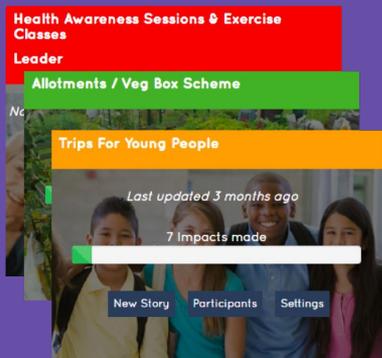
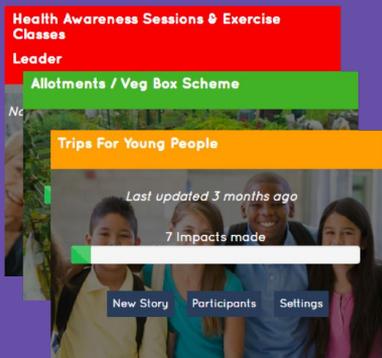
Everything on Makerble is built around **Projects**. You can have as many projects as you need. Here are some examples of categories of project you might wish to have.

A.  
Projects you run

B.  
Organisations you fund

C.  
Groups you fund

D.  
People you fund



Steps:

1. Identify which categories your strands of work fit into
2. Create **Makerble Projects** for each of your projects within each category
3. In the next step you'll learn how to group your projects into 'Bundles'

# 3. Put your projects into Bundles



Whether you are a funder or an organisation, you can group your projects into Bundles. A project can exist in multiple bundles and you can have as many bundles as you like.



## Ideas for Bundles:

Geographic Bundles e.g.  
South London projects  
North London projects

Thematic Bundles e.g.  
Youth projects  
Sports projects  
Housing projects

Funder Bundles e.g.  
Projects funded by Big Lottery  
Projects funded by Comic Relief  
Projects funded by Children In Need

## Steps:

1. Decide how you would like to **Bundle** your projects together
2. Click **MAKE PROGRESS** in the top right corner, then press **More Options**, then select **Make a Bundle**
3. Give the Bundle a name and choose which projects you wish to add to it
4. Your Bundles will appear on your Organisation Performance page

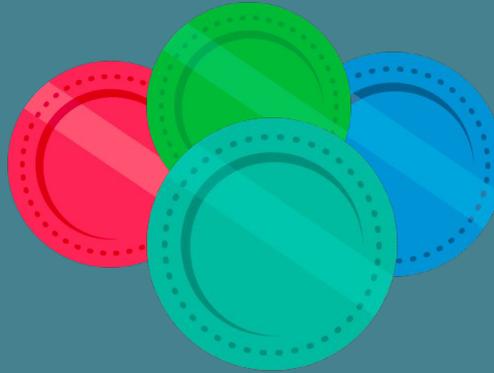
# 4. Record your Activities and Participation

You can easily record the number of activities you have done and the number of people who participated. On Makerble we call these metrics and you can add as many metrics to your projects as you like.

## Activity Metrics:

E.g. Number of

- Sessions Held
- Lessons Taught
- Classes Run
- Meetings Had
- etc



## Participation Metrics:

E.g. Number of

- Sessions Held
- Lessons Taught
- Classes Run
- Meetings Had
- etc

Steps:

1. Identify your Activity Metrics and Participation Metrics
2. Identify which projects they do and don't relate to
3. Go to your **Project Settings** page and then select **Manage Theory of Change page**
4. Press **Edit** and then add the Activity and Participation metrics that are relevant to your project
5. Press **Save**

# 5. Add categories

On Makerble you can categorise your activities and your participants. We have a library full of categories which you can use or you can create your own. Categories allow you to generate pie charts that show you how your Metrics are split across different categories.

- rade + Make Progress
- Make A Story
- Make A Template
- Make A Project
- Make An Organisation
- Make A Participant
- Make A Scale
- Make A Category**
- Make A Bundle
- Publish Article

## Categories for Activity Metrics:

E.g. Level of Session

- Beginners
- Intermediate
- Advanced

E.g. Subject taught in session

- French
- Spanish
- German



## Categories for Participation Metrics:

E.g.

- Age
- Gender
- Ethnicity
- Religion

Steps:

1. Identify the categories to add to your Activity and Participation Metrics
2. Create new **Makerble Categories** when you need to
3. Assign the Categories to each project
4. Add the Categories as Participant Fields

# 6a. Create your participant records

The screenshot shows the Makerble website interface. At the top, there is a navigation bar with the Makerble logo, a search bar, and links for Home, Projects, and user profile (Matt Kepple). A '+ Make Progress' button is visible in the top right. Below the navigation, the page title is 'Edit Participant | New story about Mukasa'. The main content area features a profile card for 'Mukasa' with a photo and the text 'Date joined : 19/04/2017'. Below this is an 'Impact' section with three icons: 'Friends a child identifies with (2)', 'Children have access to school (2)', and 'Students for whom scholarship provides the means for'. To the right is a 'Mukasa Timeline' with an 'Add Story' button and 'Timeline Filters'. The timeline contains three entries: 12 'Tutoring sessions held', 3 'Tutoring sessions held', and 1 'Scholarships Awarded'. Each entry includes a small photo, a title, a brief description, the author 'Matheo Gavory', and a 'Full Story' link. On the far right, there is a 'Team' section with a photo of 'Matheo Gavory' and an 'Add Notes' section with a text input field and a 'Post' button. A purple banner at the bottom right says 'Need any help?'.

- grade + Make Progress
- Make A Story
- Make A Template
- Make A Project
- Make An Organisation
- Make A Participant**
- Make A Scale
- Make A Category
- Make A Bundle
- Publish Article

## Steps:

1. Press **MAKE PROGRESS** in the top right corner
2. Select **Make A Participant**
3. Enter the name of the participant and any other fields you have information for
4. Assign the participant to different projects
5. Press **Save**
6. Set the **Privacy level** of the participant so that only relevant people can view their information

# 6b. Customise your Participant Fields

On Makerble you can choose which pieces of information you want to collect about each person you work with. And don't worry, you can lock participant data so that only the right people can see it. Privacy and GDPR are taken into account.

The screenshot shows the Makerble interface. At the top left is the Makerble logo with the tagline 'Change The World Faster'. A search bar is next to it. The navigation menu includes 'Home', 'Projects', a user profile for 'Sophie Demo', a mail icon with '0', a notification bell with '2', 'Help', and 'More'. A '+ Make Progress' button is on the right.

The main content area is split into two columns. The left column, titled 'Current Fields', lists: name, date\_of\_birth, address, user\_id, and Upload picture. The right column, titled 'Select the fields you would like to add', lists various fields with green checkmarks indicating they are selected. These fields include: 1 - 10, 4-10 Participants, Age, Age II, Age (standard), Age (under 17 - over 60), Attendee Type, Bank Account, Bike Project, Business, Businesses, Business they work for, Community Event, Confidence, Crop variety, Denomination, Drop In, Employment status, and Employment Status (Pa). To the right of this list is a 'Preview' section with 'Yes' and 'No' options.

At the bottom of the right column are buttons for 'Add new Set of Characteristics', 'Add another question', and 'Create'. At the bottom left of the interface are 'Cancel' and 'Save' buttons.

Steps:

1. Select **More** in the top menu
2. Select **Participants**
3. Select **Edit Participant Fields**
4. Press the tick button next to the fields you wish to add to your Participant Forms
5. Press the **Add new Set of Characteristics** if there is additional information you want to collect.
6. Press **Save**.

# 7a. What difference do you make to people's lives?

Makerble lets you track the progress you are making towards your outcomes. Your outcomes will come from at least one of these places.



## Research-driven Outcomes

You have done your own research to discover your outcomes

E.g.

1. Interviews
2. Surveys

## Team-driven Outcomes

You have drawn upon the insight and experience of your team of practitioners

## Sector-driven Outcomes

You are working towards established outcomes that are well-known within your sector

## Funder-driven Outcomes

You already have Outcomes, perhaps that a funder has asked you to report back on.

Do you know the Indicators you are meant to track?

## Unsure

None of these.

Next Steps:

1. Record outputs only for now
2. Enrol on the Impact Coaching Programme

Step: Create a template and add it to your projects' Theories of Change on Makerble

# 7b. Enrol on the Makerble Impact Coaching Programme

If you are unsure about what your outcomes are, our Impact Coaching Programme will help you discover your Outcomes by examining these four areas and finding the right set of outcomes for the work of you do. To get started, email [coaching@makerble.com](mailto:coaching@makerble.com)

## Discovering outcomes using Research

Interviews with participants.  
Open ended questions to discover being made from their perspective.



Analyse the interview transcripts to identify themes (also known as outcomes).



Create surveys with Closed Questions based on the themes you identified. Survey participants at the Beginning, Middle and End.

## Discovering outcomes using your own Insight & Experience

How do your Activities change people's potential? I.e. **Attitudes, Knowledge, Beliefs, Capacity, Ability**



How do your Activities change people's behaviour, organisational behaviour and government's behaviour?



How much do your Activities change the Wellbeing of your participants and deliver savings to the public purse?

## Choosing Sector-recognised outcomes

Browse through the Library until you find outcomes that look similar to the changes you're seeing on your project



1-Click add those outcomes to your projects. Create stories that tag these Indicators

## Funder-driven outcomes

Review outcome requirements of current funders, future funders and failed grant applications

# 8a. What evidence do you have of the difference you make?



## Your Memory

Only the things you remember



## Selective Case Studies

Only the stories that you choose to publish:  
Text, Pictures, Videos



## Before & After

Assessments or Measurements done  
Before your project began and After it finished



## Interactive Dashboards

Information captured on a regular basis from a variety of sources to show your Journeys of Change

Once you know your outcomes, make sure you can **prove** that you are achieving them. Proving them requires evidence (indicators) and that's where Makerble comes in. We provide you with interactive dashboards which include graphs, stats, case studies and more.

# 8b. Design your interactive impact dashboard

Makerble provides three types of Indicator which you can use to track the progress being made towards your outcomes. Email [indicators@makerble.com](mailto:indicators@makerble.com) to get your indicators setup as we have to do this for you currently.



**Scale Indicators** contain different qualitative Levels of progress. E.g. the Alcoholism Outcome Star



**Yes-or-No Indicators** are the simplest. E.g. Is someone an alcoholic, yes or no?



**Value Indicators** record numerical values for people and things. E.g. number of alcoholic drinks someone has per day

## The range of content you can add to your Stories



Numbers



Video Interviews



Files



Text



Tag Beneficiaries



Splits



Demographics



Observations by Staff



Anonymous Data



Pictures



Locations



Audio Interviews



Journals by Beneficiaries



Surveys

# 8c. Add your chosen indicators to each of your projects

The screenshot shows the Makerble interface for editing a project's Theory of Change. The page title is "Edit Scholarships for excellent students's Theory of Change Storyboard". The interface is organized into several columns representing different levels of outcomes:

- Activity outputs:** Includes "Scholarship Appli..." and "Scholarships Awarded".
- Participation outputs:** Includes "Students Applied" and "Judges Recruited".
- Short-term outcomes:** Includes "More students abl...".
- Medium-term outcomes:** Includes "Young people will...".
- Long-term outcomes:** Includes "Students are bett...".

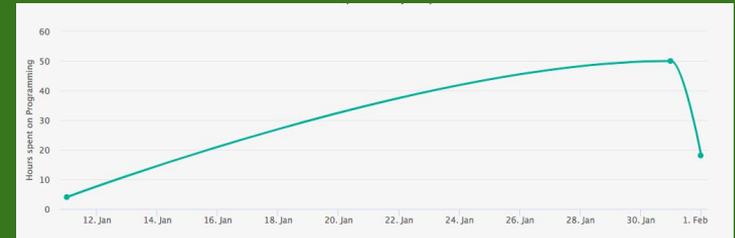
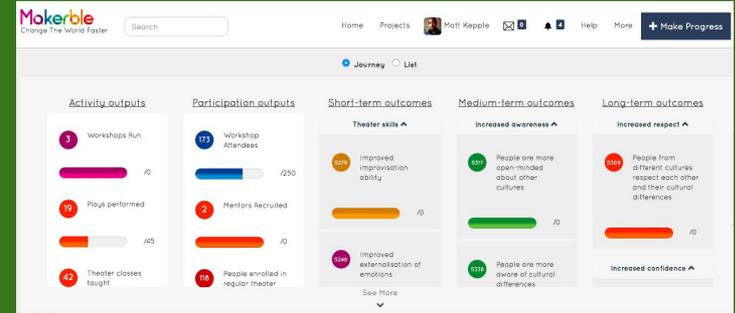
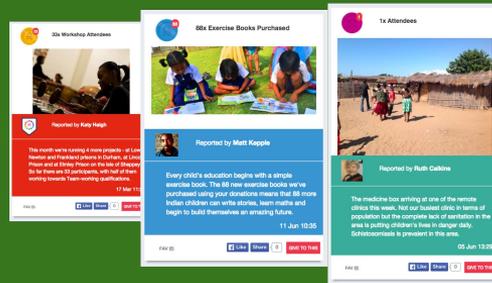
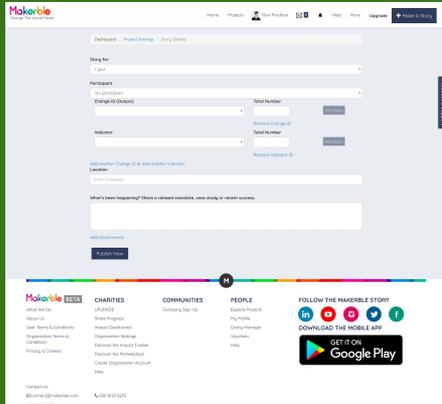
Each outcome category has a "Remove" button and a "Choose From Library" button. Below the "Choose From Library" buttons are "+ Make Your Own" buttons. A "Save Changes" button is located at the top right and bottom center of the main content area. A "Cancel" button is at the bottom center. A legend on the left indicates that yellow squares represent "Added Manually" and black squares represent "Metrics Added From Stories Only".

## Steps:

1. Once your outcomes and indicators have been created (by someone on the Makerble Team) you can add them to your project.
2. Go to your project's **Edit Theory of Change** page
3. Select the Outcomes from the Library
4. Press **Save**

# 9. Watch your stories become instantly reportable

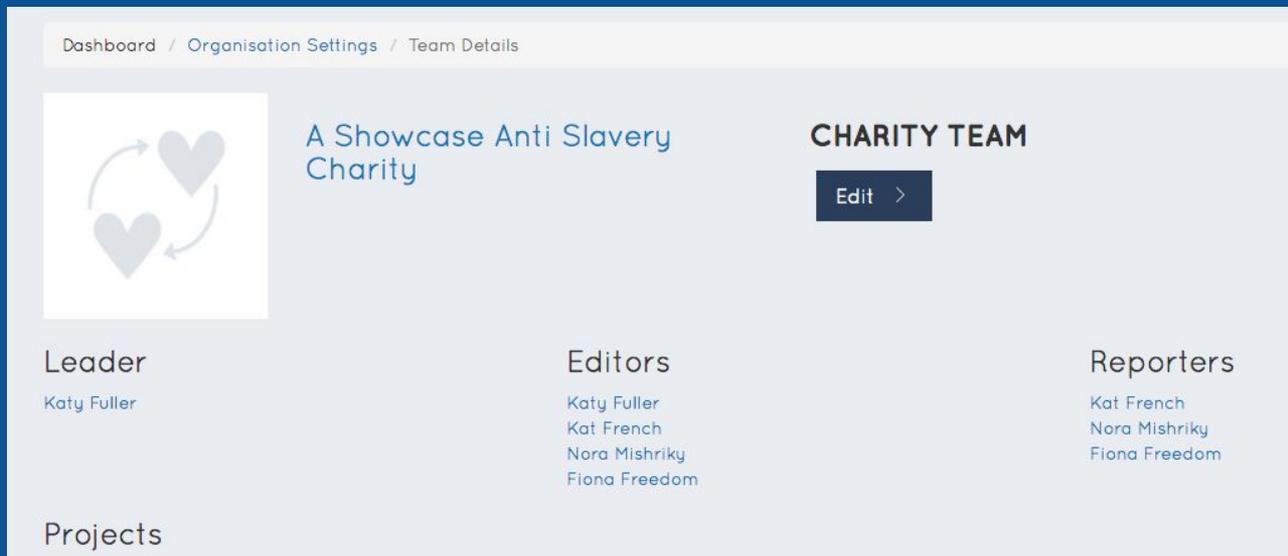
Makerble automatically converts the data from your stories into shareable postcards, charts and graphs which tell the story of the impact you are making. By default each of your project pages are private but you can choose to make them public and/or share them with your funders.



Steps:

1. Click **Make Story** and add the content that is relevant for that story
2. On the project page, click the **Analysis** tab to see graphs and more information for each metric
3. Go to your **Organisation Performance** page to see an overview of your organisation's impact

# 10. Bring your colleagues onboard



Dashboard / Organisation Settings / Team Details

 A Showcase Anti Slavery Charity

**CHARITY TEAM**  
Edit >

**Leader**  
Katy Fuller

**Editors**  
Katy Fuller  
Kat French  
Nora Mishriky  
Fiona Freedom

**Reporters**  
Kat French  
Nora Mishriky  
Fiona Freedom

Projects

## Steps:

1. Tell your colleagues to first create their own personal Makerble accounts. Once they have their own account, you can add them to your organisation's projects.
2. Go to your **Team** page and press **Edit** next to the project you want to add them to
3. You can add people as **Reporters** which means they can only write stories or you can add them as **Editors** which gives them the same control as you over all aspects of the project

# 11. Manage your organisation's account

Makerble  
Change The World Faster

Home Projects Matt Kepple 0 4 Help More [+ Make Progress](#)

Search

Hello and welcome to your Organisation Settings!  
Here you can edit your charity details, create or update projects, stories and FAQs, or see your donation stats.

A Showcase Culture & the Arts charity [View Charity Page](#) [Make A Project](#)

[View Monthly Report](#) Jan 2018

6 Team	0 Makers	0 Survey Questions
£ 0.00 raised	0 Followers	<a href="#">Edit Organisation Description</a>
<a href="#">View Impact Tracker</a>	<a href="#">Manage All Participants</a>	<a href="#">Manage Ratios</a>
<a href="#">Edit Project Fields</a>	<a href="#">UPGRADE</a>	

Steps:

1. Go to your **Organisation Settings** page
2. Optionally activate your account to **receive donations**

# 12. Flexible Pricing

Makerble is priced per project per month. Discounts are available for smaller organisations and for higher numbers of projects. A “Sub Project” is a project that exists within a larger programme.

	Price Per Project and Sub Project per Month							
	Professional Price		Professional Price with Level 1 Small Charity Discount [turnover £500k-£1million]		Professional Price with Level 2 Small Charity Discount [turnover £250k-£500k]		Professional Price with Level 3 Small Charity Discount [turnover £100k-£250k]	
Number of Projects or Sub Projects	Price per Project	Price per Sub Project	Price per Project	Price per Sub Project	Price per Project	Price per Sub Project	Price per Project	Price per Sub Project
1-10	£50.00	£5.00	£35.00	£3.50	£30.00	£3.00	£10.00	£1.00
11-20	£47.50	£4.75	£33.25	£3.33	£28.50	£2.85	£9.50	£0.95
21-30	£45.00	£4.50	£31.50	£3.15	£27.00	£2.70	£9.00	£0.90
31-40	£42.50	£4.25	£29.75	£2.98	£25.50	£2.55	£8.50	£0.85
41-50	£40.00	£4.00	£28.00	£2.80	£24.00	£2.40	£8.00	£0.80

Steps:

1. Click the **Upgrade** button in your top menu while you are signed in
2. Choose the pricing option that is relevant to you. Alternatively email [finance@makerble.com](mailto:finance@makerble.com)

## 12. Flexible Pricing

We have a variety of services available in addition to our software

### **Impact Coaching Programme**

Guiding you through Outcome Discovery, evidencing your outcomes robustly and incrementally improving the effectiveness of your programmes to maximise their impact.

**Starts at £100/month**

### **Training**

We have a variety of sessions we can run for your colleagues and partners which show them how to use Makerble on a day to day basis. We understand the need to excite staff about a new system. We can help with that too.

**Starts at £400/day**

### **Consulting & Evaluations**

You can outsource aspects of your impact management and programme evaluation to us and our partners. This can include conducting surveys, interviewing stakeholders, analysing results and making recommendations

**Starts at £1,000 per project**

Steps:

1. Contact [hello@makerble.com](mailto:hello@makerble.com) to find out more about our additional services

# Additional Resources

## PDF Guides

10 methods to track your impact

Brought to you by Makerble

**Makerble**

How to write Surveys Questions

A playbook brought to you by Makerble

**Makerble**

How to track the difference your organisation makes using Makerble

Activity Metrics, Participation Metrics, Outcome Indicators

**Makerble**

## YouTube videos

<http://bit.ly/makerblevideos>



How Big Local Areas use Makerble to track the

9 views • 1 month ago



How To Create and Apply Templates on Makerble

4 views • 1 month ago



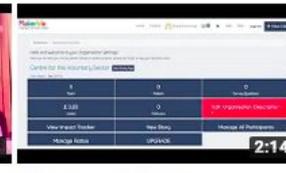
How to Make New Outcomes and Indicators

12 views • 1 month ago



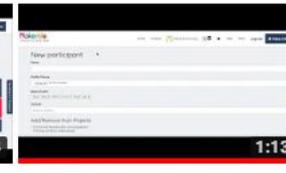
4 Principles for Strategic Nonprofit Storytelling

7 views • 1 month ago



How to navigate your organisation settings

5 views • 3 months ago



How to add a participant

6 views • 3 months ago