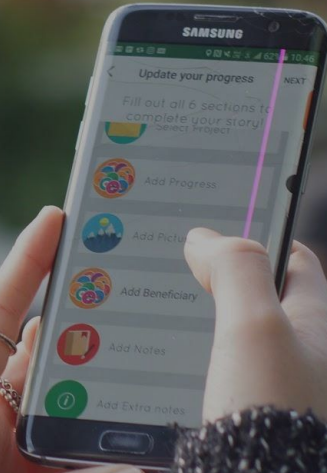


Makerble



Your Guide to Getting Started

Welcome to Makerble!

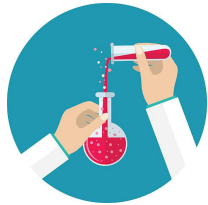
At the heart of what we do are our four core values. We're not just here to help you collect data, ultimately we believe that our technology will help you change the world **faster**. Here's how.

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

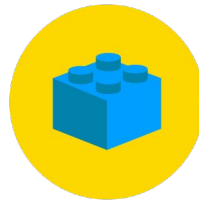


Makerble



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

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

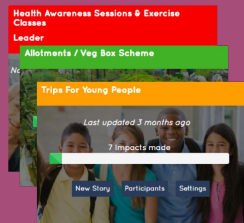

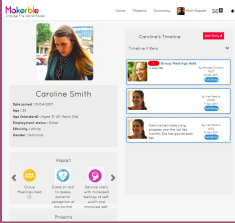

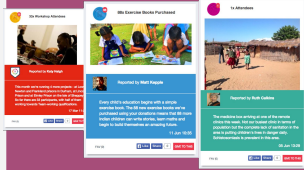
12

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

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

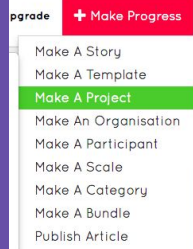
Make A Segmentation

Make A Bundle

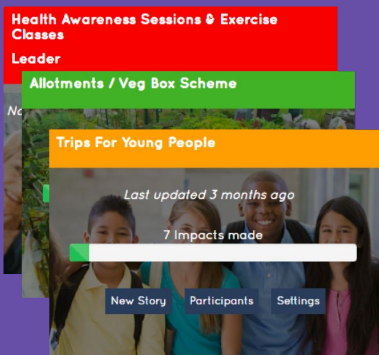
Make An Organisation

2. Arranging your work into projects

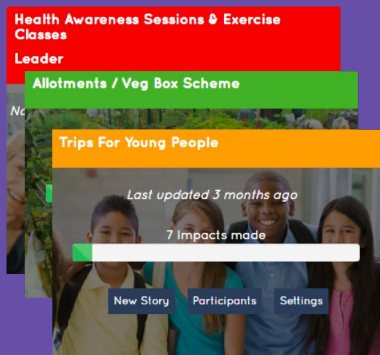
Everything on Makerble is built around **Projects**. You can have as many projects as you need. Here are some examples of categories of project you might wish to have.



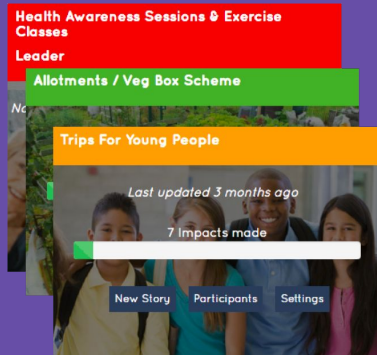
A.
Projects you run



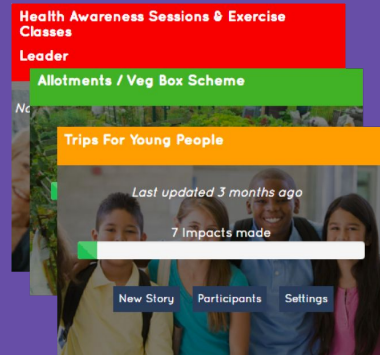
B.
Organisations you fund



C.
Groups you fund



D.
People you fund

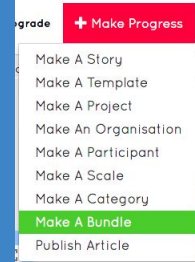


Steps:

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

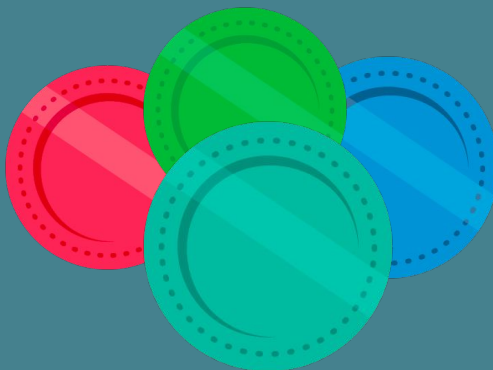
4. Record your Activities and Participation

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**

- 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

Metrics:

d to your Activity and Participati
ories when you need to
 n project
 pant Fields

- # Categories for Participation
- E.g.
- Age
 - Gender
 - Ethnicity
 - Religion

Metrics:

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

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 displays the Makerble website interface for creating a participant record. The top navigation bar includes the Makerble logo, a search bar, and links for Home, Projects, and a user profile for Matt Kepple. A '+ Make Progress' button is visible in the top right corner. The main content area is titled 'Mukasa' and shows a profile picture of a man. Below the name, it states 'Date joined : 19/04/2017'. To the right, there is a 'Mukasa Timeline' section with an 'Add Story' button. The timeline lists three events: '12 Tutoring sessions held', '3 Tutoring sessions held', and '1 Scholarships Awarded'. Each event includes a brief description, the author 'Matheo Gavory', and a 'Full Story' link. On the left, an 'Impact' section shows three icons representing 'Friends a child identifies with (2)', 'Children have access to school (2)', and 'Students for whom scholarship provides the means for'. A 'Team' section on the right shows a profile picture of 'Matheo Gavory'. At the bottom right, there is a 'Post' button and a 'Need any help?' link.

- 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 for customizing participant fields. The top navigation bar includes the Makerble logo, a search bar, and links for Home, Projects, Sophie Demo, a notification icon, a help icon, and a 'Make Progress' button. The main content area is titled 'Current Fields' and lists fields that are currently active: name, date_of_birth, address, user_id, and Upload picture. To the right, there is a section titled 'Select the fields you would like to add' which lists various fields with green checkmarks indicating they are available for selection. A 'Preview' section shows the 'Yes' and 'No' options for the selected fields. At the bottom, there are buttons for 'Cancel', 'Save', 'Add new Set of Characteristics', 'Add another question', and 'Create'.

Current Fields	Select the fields you would like to add	Preview	
name	1 - 10	✓	
date_of_birth	4-10 Participants	✓	
address	Age	✓	Yes
user_id	Age II	✓	No
Upload picture	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	✓	
	Employment Status (Pa	✓	

Buttons: Cancel, Save, Add new Set of Characteristics, Add another question, Create

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

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 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



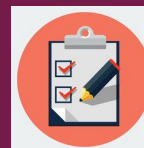
Locations



Audio Interviews



Journals by Beneficiaries



Surveys

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

The screenshot shows the 'Edit Theory of Change' page for a project titled 'Scholarships for excellent students's Theory of Change Storyboard'. The interface is organized into several sections:

- Top Navigation:** Includes the Makerble logo, a search bar, and links for Home, Projects, and a user profile (Matt Kepple). There are also icons for messages (0), notifications (4), and a 'Make Progress' button.
- Left Sidebar:** Contains a section 'Add goals from a template' with a 'Choose Template' dropdown and an 'Add this template' button. Below this, a legend indicates that yellow squares represent 'Added Manually' and black squares represent 'Metrics Added From Stories Only'. A 'Templates Added' section is also present.
- Main Content Area:** Titled 'Edit Scholarships for excellent students's Theory of Change Storyboard', it features a 'Save Changes' button in the top right. The content is divided into five columns representing different levels of outcomes:
 - Activity outputs:** Includes 'Scholarship Appli...' and 'Scholarships Awarded'. Each has a 'Remove' link and a '+ Make Your Own' button.
 - Participation outputs:** Includes 'Students Applied' and 'Judges Recruited'. Each has a 'Remove' link and a '+ Make Your Own' button.
 - Short-term outcomes:** Includes 'More students abl...'. It has a 'Remove' link, a 'Choose From Library' button, and a '+ Make Your Own' button.
 - Medium-term outcomes:** Includes 'Young people will...'. It has a 'Remove' link, a 'Choose From Library' button, and a '+ Make Your Own' button.
 - Long-term outcomes:** Includes 'Students are bett...'. It has a 'Remove' link, a 'Choose From Library' button, and a '+ Make Your Own' button.
- Bottom:** A progress bar with a circular marker 'M' is visible, along with 'Save Changes' and 'Cancel' buttons.

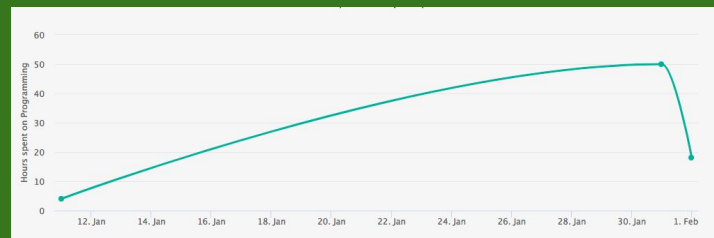
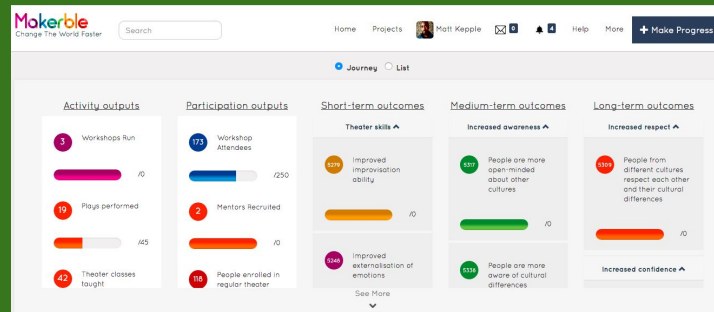
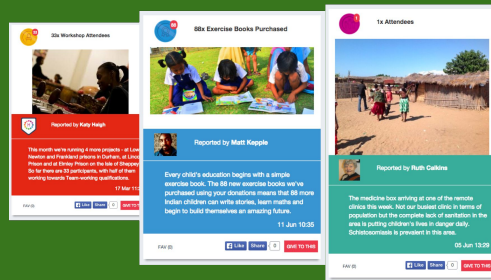
Steps:

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.

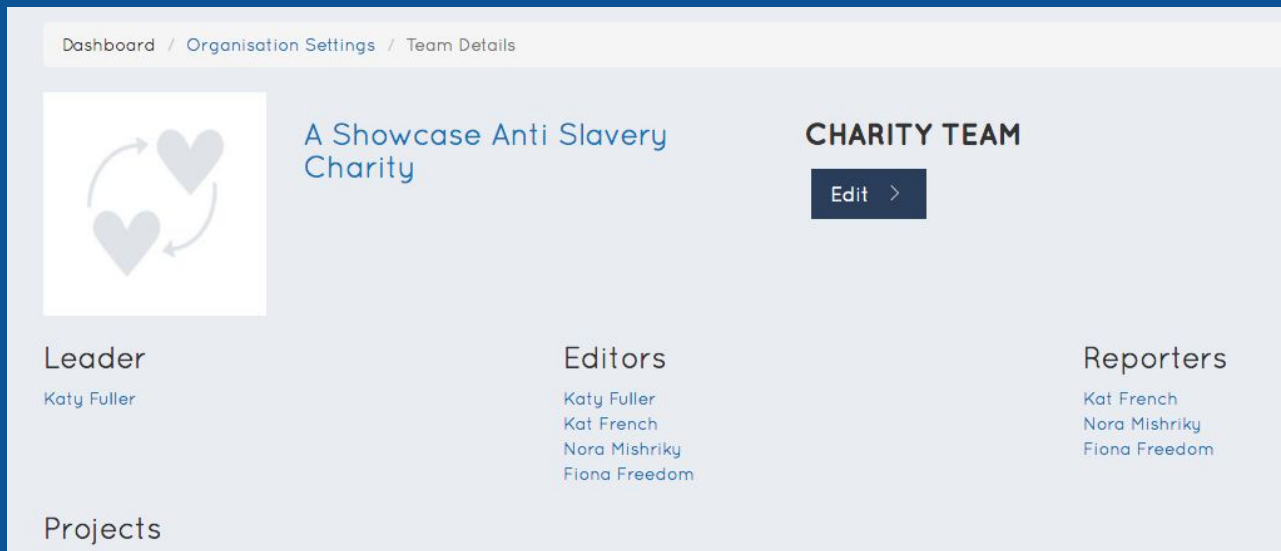
This screenshot shows the 'Make a Story' form in the Makerble interface. It includes fields for 'Story for', 'Participants', 'Indicator', and 'Location'. There are also sections for 'Add another Change Or Add another Indicator' and 'What's been happening?'. The form is designed to capture detailed information about a project or story.



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



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

The screenshot shows the Makerble 'Organisation Settings' page. At the top, the Makerble logo is on the left, a search bar is in the center, and navigation links for Home, Projects, and a user profile (Matt Kepple) are on the right. A '+ Make Progress' button is also present. Below the header, a welcome message is followed by a description of the settings page. A section for 'A Showcase Culture & the Arts charity' includes a 'View Charity Page' button and a 'Make A Project' button. A 'View Monthly Report' dropdown is set to 'Jan 2018'. Below this is a grid of statistics and action buttons: Team (6), Makers (0), Survey Questions (0), £ 0.00 raised, 0 Followers, Edit Organisation Description, View Impact Tracker, Manage All Participants, Manage Ratios, Edit Project Fields, and an UPGRADE button.

6 Team	0 Makers	0 Survey Questions
£ 0.00 raised	0 Followers	Edit Organisation Description
View Impact Tracker	Manage All Participants	Manage Ratios
Edit Project Fields	UPGRADE	

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.

Number of Projects or Sub Projects	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]	
	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

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** to find out more about our additional services

Additional Resources

PDF Guides

10 methods to track your impact

Brought to you by Makerble



How to write Surveys Questions

A playbook brought to you by Makerble



How to track the difference your organisation makes using Makerble

Activity Metrics, Participation Metrics, Outcome Indicators



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



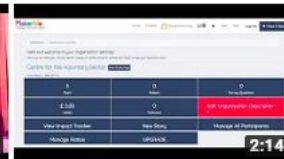
How to Make New Outcomes and Indicators

12 views • 1 month ago



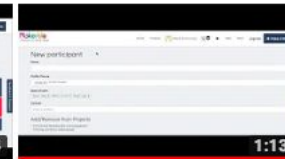
4 Principles for Strategic Nonprofit Storytelling

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