



PROJECT FOCUS

To improve Impact Austin's ability to measure its effectiveness at fulfilling its mission and track who makes up its membership base.

DELIVERABLES

- Compilation of findings from deep-dive interviews with a subset of membership base
- Identification of key indicators for assessing Impact Austin's effectiveness (as defined by its mission)
- Development of a membership survey



Impact Austin is an Austin-based women's collective giving organization with a mission is to cultivate and expand the knowledge, passion, and generosity of its members to make a positive impact by developing strong relationships and leveraging the power of collective giving. Its members pool individual charitable donations and decide collectively how to award strategic, high-impact grants to Central Texas nonprofits that provide services in Bastrop, Hays, Travis, and Williamson counties.

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