



TOOL 15

Maximize Your Impact

TIME COMMITMENT

2–4 hours

PEOPLE

- Park organization staff
- Partners

SUPPLIES

Maximize Your Impact worksheet (link included in this tool download)

INTRODUCTION

Where can you make the most impact?

Determine where your resources and control can make the biggest impact.

In many cases, addressing the negative effects of development (e.g. displacement) often surpasses the capacity of one organization. After using this tool, you'll be better positioned to strategically prioritize funding and time. You may find that it will be more impactful for your organization to lend support to an advocacy group working on a specific equity issue (e.g. developing affordable housing). Or you may discover your organization has the necessary resources and control to champion certain equity initiatives in-house. You'll also be more aware of areas where you need to partner or play more of a supporting role.



TOOL 15

Maximize Your Impact

TIPS FOR USING THIS TOOL

- Note: You will be prompted to create a copy of Tool 15, Maximize Your Impact. Please click on Make a Copy. The new file should automatically open in your internet browser.
- Consider focusing time and funding on the programs where your organization is an Equity Torch Bearer, or has the most control.
- Consider focusing less time and funding on programs where the organization is a Vocal Supporter, with the least control and lowest equitable impacts.
- Weigh the pros and cons of the other two categories: Fierce Advocate and Equity Promoter.
- Are there certain initiatives where you would like to increase control to have greater impact? If so, what are some strategies that would achieve that?
- What strategies do you have to be a Fierce Advocate in more programs?

INSTRUCTIONS

1. Using the **Maximize Your Impact** worksheet, assess each of your equity-related programs and initiatives.
2. Evaluate where each program and initiative falls on the Equitable Impact and Organizational Control axes. Impact measures how closely tied this program or initiative is in relation to your equity goal. Organizational Control refers to how much your organization is in charge of implementing the program or initiative.
3. On a scale from 1–10, give yourself a score for Equitable Impact and Organizational Control. Your place on the Maximize Your Impact matrix will depend on the score you give yourself per both vertices.
4. Based on the quadrant you mark, you will be:
 - **Vocal Supporter:** Program has low impact, and my organization has low control over it.
 - **Equity Promoter:** Program has low impact, and my organization has high control over it.
 - **Fierce Advocate:** Program has high impact, and my organization has low control over it.
 - **Equity Torch Bearer:** Program has high control and high impact.
5. Include any notes about why you chose that level of impact and control.



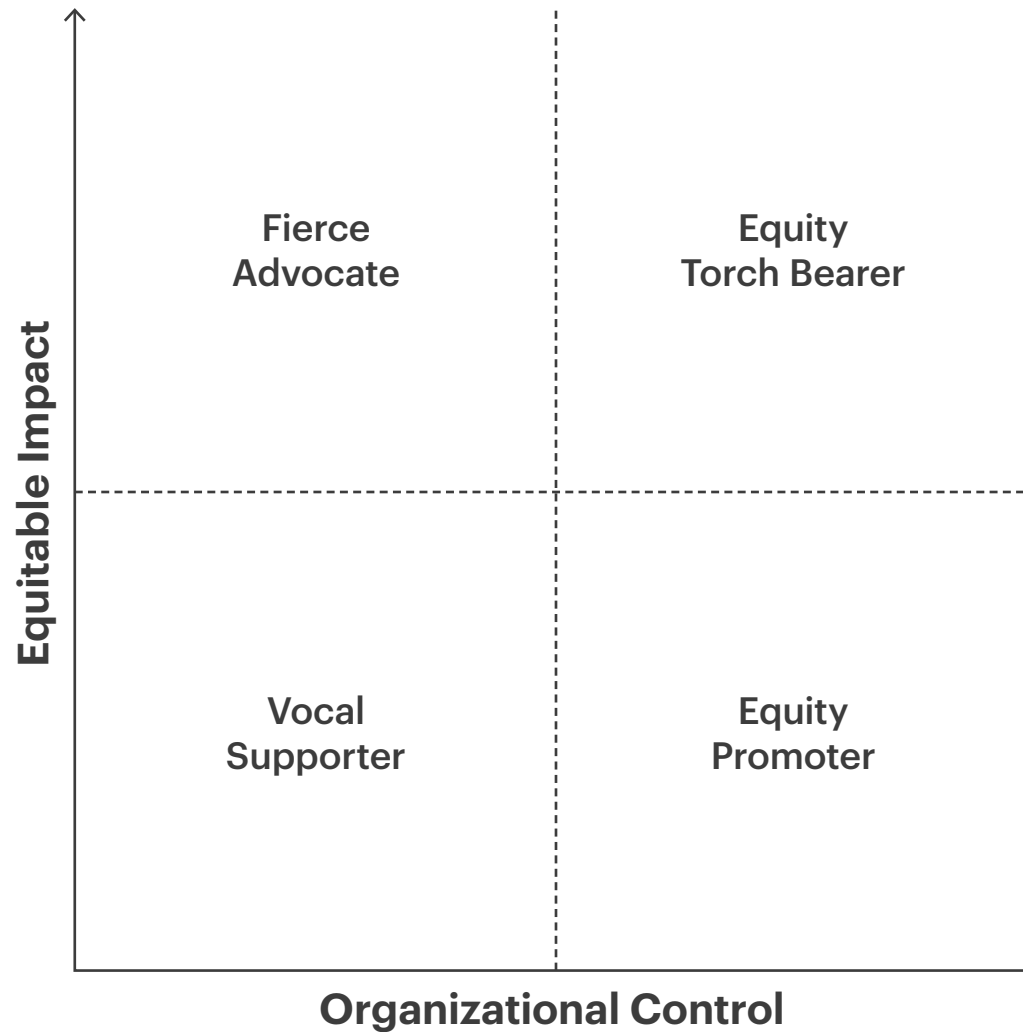
Maximize Your Impact

**MAXIMIZE YOUR IMPACT
TOOL TEMPLATE**

Calibrating your organization's control and impact will help you maximize your resources.

IMAGE CREDITS

Image by: Brett Merriam
Courtesy of Urban Design
and the Color Line, Harvard
Graduate School of Design





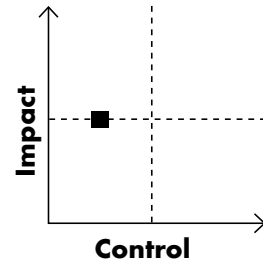
Maximize Your Impact

**MAXIMIZE YOUR IMPACT
TOOL EXAMPLES**

IMAGE CREDITS

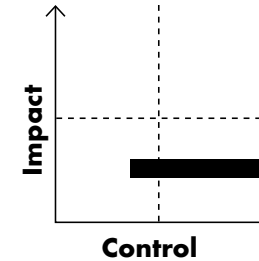
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**Task Force
Partnerships**



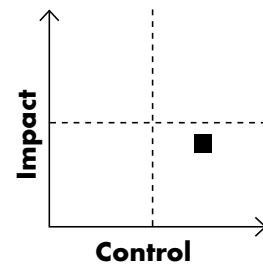
Task Force Partnerships
A healthy impacts working group requires partnerships with many other local organizations. By creating a task force, this organization is creating intersections between healthcare providers, advocates, and the park.

**Mission-Driven
Tenanting**



Mission-Driven Tenanting
Dedicating commercial space to health-focused organizations and to healthier food options is well within this organization's control. Mission-driven tenanting requires prioritizing equity.

Park Programming



Park Programming
This organization controls its slate of park programs, while responsibly letting programming partners carry out the actual events.