



# Approaches to Scaling Social Impact

## Definition: What is Scaling Social Impact?

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**Scaling Social Impact:** The process of increasing positive social impact to better correspond to the magnitude of the identified social need.

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- **Social Need**      *The gap between reality and ideal conditions, as defined by human society.*
- **Social Impact**      *The consequence that moves us closer to or further away from the conditions of an ideal society and world.*
- **Social-Purpose Organizations**      *Nonprofit, for-profit, or hybrid organizations that seek to create social impact for human society, animals, or the natural environment in the form of value not limited to economic wealth for owners or consumption benefits for customers.*

# Approaches to Scaling Social Impact

Organizations face options about what to scale and how to scale their impact. The spectrum of goals and strategies for creating and scaling social impact ranges from impact through direct service to impact through indirect influence. By selecting combinations of goals and strategies from this “tool box,” organizations can craft a strategy for scaling social impact.

← **Impact through Direct Service** ←←←← →→→→ **Impact through Indirect Influence** →

## GOALS for Scaling Social Impact

- Increase Quantity and/or Quality of Impact
- Diversify Communities Served
- Diversify Services Offered
- Expand Geographically

- Promote a Model

- Influence Public Policy
- Establish a Social Movement
- Change/Create Markets

## STRATEGIES for Scaling Social Impact

- Organizational Branching and/or Affiliation
- Expanding Org’s Delivery Capacities (via volunteers, technology, etc.)

- Packaging/Licensing
- Technical Assistance
- Knowledge Dissemination
- Partnerships/Alliances

- Research & Public Policy Development
- Influencing Public Awareness, Norms or Behaviors
- Direct Advocacy & Lobbying
- Convening Networks

# Approaches to Scaling Social Impact (with definitions)

Organizations face a many options about what to scale and how to scale their impact. The spectrum of goals and strategies for creating and scaling social impact ranges from impact through direct service to impact through indirect influence.

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## GOALS for Scaling Social Impact

- **Increase Quantity and/or Quality of Impact:** Increase impact by providing existing programs more frequently or in greater quantity in current locations. Increase impact by improving quality of existing programs.
- **Promote a Model:** Increase impact by encouraging the replication of your organization's model by promoting your organization and its activities to others.
- **Influence Public Policy:** Increase impact by changing public policy in order to increase the number served or needs addressed, or to reduce the need that necessitated your social enterprise.
- **Diversify Communities Served:** Increase impact by offering existing programs to new groups of people in current locations.
- **Establish a Social Movement:** Increase impact by creating cultural, political, or social change through a large-scale social movement that influences public opinion or collective action in support of an issue.
- **Diversify Services Offered:** Increase impact by providing new programs addressing new issues in current locations.
- **Change/Create Markets:** Establish new markets or influence existing markets to increase social impact providing by organizations in the market.
- **Expand Geographically:** Increase impact by offering existing programs in new locations.

## STRATEGIES for Scaling Social Impact

- **Organizational Branching and/or Affiliation:** Replicating branches in new locations that remain part of one, multi-site organization. Creating a network of affiliated but independent organizations connected by shared principles, goals, or activities.
- **Technical Assistance:** Providing technical assistance, training, or consulting to others interested in offering similar programs or activities.
- **Research & Public Policy Development:** Researching and generating knowledge about the social issue and proposing public policy, i.e., a think tank approach.
- **Expanding Org's Delivery Capacities:** Making investments within your organization that improve and increase its effectiveness to deliver programmatic performance.
- **Knowledge Dissemination:** Sharing information with others through publications, the Internet, or presentations.
- **Influencing Public Awareness, Norms or Behaviors:** Using various means of communication to inform, educate, and influence public awareness, opinion, or action about the social issue.
- **Packaging/Licensing:** Packaging a successful program and licensing it to existing organizations in other locations.
- **Direct Advocacy & Lobbying:** Engaging public policy makers, legislators, and other government officials to influence the legislative or resource environment for the social issue.
- **Partnerships/Alliances:** Collaborating with other organizations to deliver services or address needs in new locations.
- **Convening Networks:** Organizing social-purpose organizations or individuals from the same field into a network or association mobilized to advocate for shared goals and policies.