

# Impact Measurement Lab

*A guided cohort for nonprofits and associations*

A practical system for turning nonprofit work into measurable, structured, and reportable impact — without fluff or guesswork.

**Pilot cohort begins August 1, 2026 - \$999**

**Interested?**

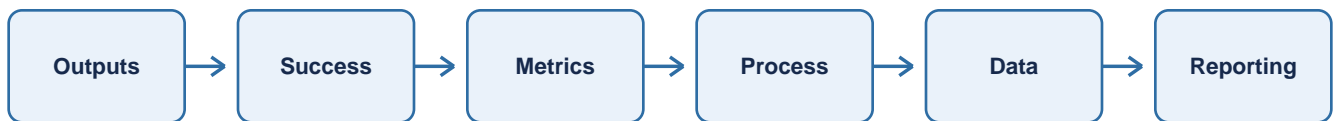
Email [daria.d.stepanova@gmail.com](mailto:daria.d.stepanova@gmail.com) to reserve a spot.

# Why this exists

## The problem with traditional impact measurement

Many organizations collect a great deal of data, but the connection between what they do, what success means, what gets measured, and how reporting connects back to operational reality is often unclear.

Impact measurement is usually treated as a reporting exercise. In practice, it's an operational design challenge — and it only holds together when these six pieces connect to each other:



Most organizations already have pieces of this chain. The Lab focuses on connecting them into a single, coherent framework specific to your organization — rather than adding another dashboard on top of an unclear foundation.

# The cohort

## Who it's for

- Nonprofit operations leaders
- Program directors
- Association professionals
- Salesforce or database administrators
- Organizations struggling to define meaningful success metrics

## What you'll build

Element	What it means
Outputs	What your organization actually produces
Success definitions	What meaningful success looks like
Meaningful metrics	Indicators tied to real operational signals
Operational process	How the metrics get generated through real work
Data & system requirements	What your systems need to support the framework
Reporting structure	How it all gets communicated back out

## 8-week timeline

<b>WEEK 1</b> Foundations	<b>WEEK 2</b> Outputs	<b>WEEK 3</b> Working Session	<b>WEEK 4</b> Success & Signals
<b>WEEK 5</b> Momentum Session	<b>WEEK 6</b> Operational Process	<b>WEEK 7</b> Systems & Structure	<b>WEEK 8</b> Integration

## What's included

- Outputs, success definitions, and metrics
- Operational process mapping
- System and data implications
- A reporting structure you can use

## What's not included

- Full implementation (system configuration, reporting builds)
- Database or Salesforce architecture work
- Available separately through follow-on consulting

# About Daria

Daria Stepanova is a Salesforce consultant and systems thinker who helps nonprofits and associations build operational clarity through thoughtful system design. Her work includes designing Success Indicator Maps, operational reporting frameworks, Salesforce architecture, automation, and impact measurement systems that connect day-to-day work with meaningful organizational outcomes.

## Why this cohort

Across years of Salesforce and systems work with nonprofits, the same pattern kept showing up: organizations had plenty of data, but no clear line between what they did and what it meant. This cohort exists to help organizations build that clarity directly — not just report around its absence.

## FAQ

### Is this Salesforce training?

No. The framework applies regardless of which systems you use.

### Do I need to use Salesforce to join?

No. This isn't limited to Salesforce users.

### Does this include implementation?

No. Implementation is available separately through follow-on consulting.

### Who from my organization should attend?

One or two people close to both the operational work and the reporting.

### Will there be another cohort?

The pilot begins August 1, 2026. Future cohorts depend on pilot outcomes.

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