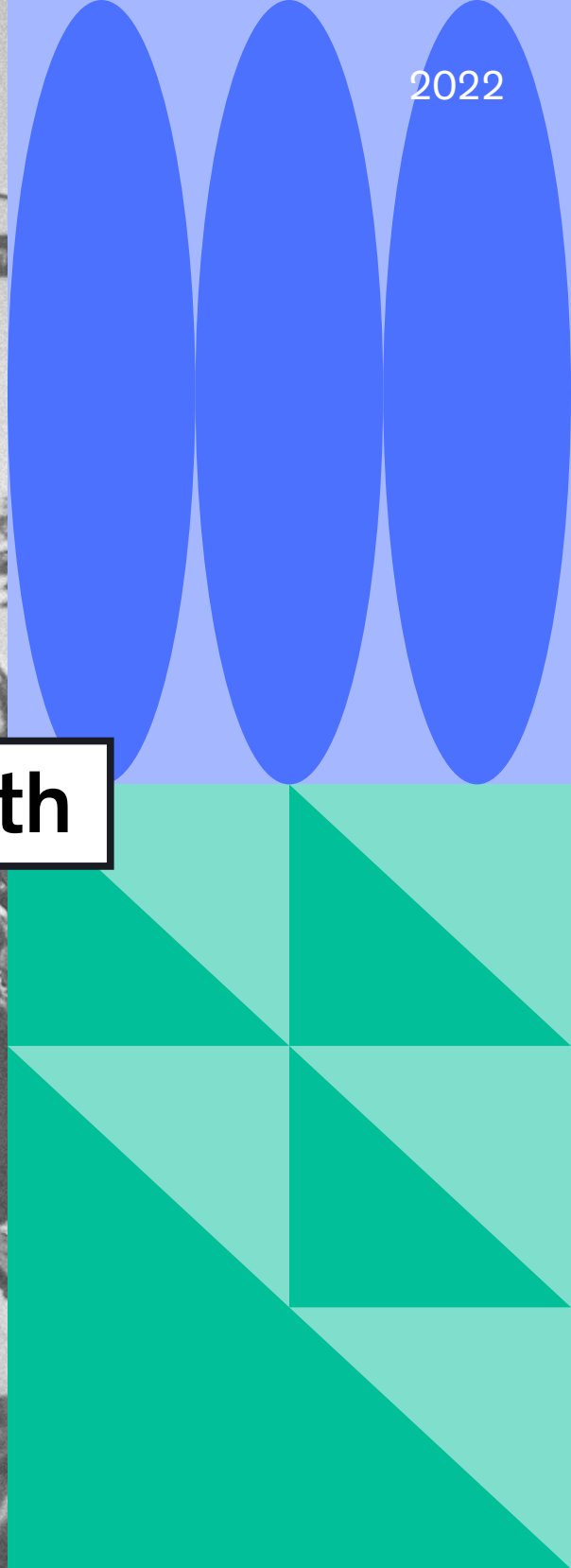




Choose

Both



Equity and Evidence Working Together for Impact



We've identified five key decision-points where you can choose both equity and evidence to strengthen your impact.






Who We Are →

We are movement builders, supporters, and mobilizers helping our partners realize a more open, just, and habitable world—and we believe that pursuing equity for marginalized folks is the only way to get there.

This Experience → Our goal is to help our community feel confident that equity values and evidence-based approaches to impact aren't mutually exclusive. There's always a way to choose both.

Who You Are →

You are the storytellers, campaigners, designers, and more transforming the way your organizations and initiatives take on racial equity as an impact priority.

	01 Setting Impact Goals p.3
	02 Telling Others' Stories p.4
	03 Engaging Diverse Advocates p.5
	04 Understanding Your Data p.6
	05 Sharing Your Impact p.7



01 Setting Impact Goals

Choose goals that both capture **new visions** and meet **existing needs**

→ How to Choose Both

Embracing collaborative community planning—from focus groups, to workshops, to co-produced content—is a meaningful way to involve impacted stakeholders and other change-makers in your goal-setting.

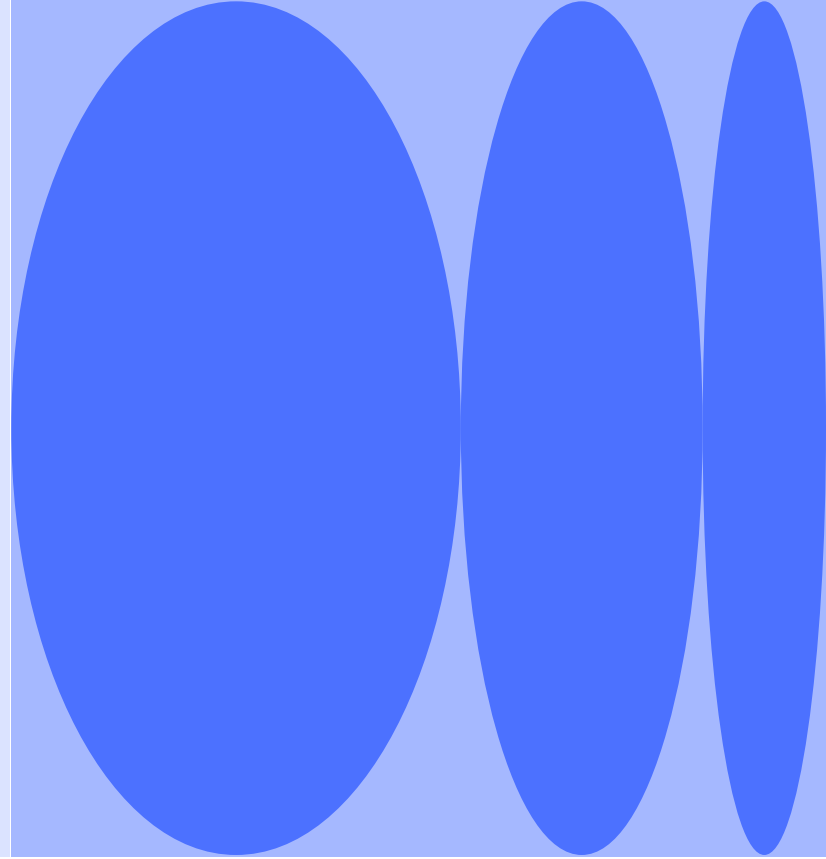
By engaging those immersed in different angles of the issue from the beginning, you can be sure that your objectives align with some of those who have the most at stake, and the most insight to offer.

Equitably integrating lived experience and advocacy experience into your planning can lead to stronger outputs like growing trust with communities you serve, greater uptake and evangelism of your end-project.



02 Telling Others' Stories

Choose storytelling that's both **emotional** and **ethical**



→ How to Choose Both

Telling stories that are as ethical as they are emotional means investing in the wellbeing of the subject and audience alike.

Invite your audiences to understand the systemic injustices communities face and highlight their resilience. Resist the urge to highlight only what will create short-term, visceral reactions or a superficial sense of saviorism.

Pursuing genuine empathy and respect in storytelling is always more productive than activating fear, and it poses less threat of eroding self-efficacy that audiences need to engage with complex problems over time.



03 Engaging Diverse Allies

Choose to reach both **loyal audiences** and **new communities**

→ How to Choose Both

While honoring your relationships with the audiences you already know well, leave room to experiment with new messages and tactics that may appeal to populations you haven't yet connected with.

Every community that has a stake in your cause deserves to be equitably represented. Creating this space will increase your chances of maintaining an approach that's informed by diverse and relevant points of view.

These early investments create new relationships that can make your outreach more inclusive, increase your impact, and get buy-in from the people who matter most.



04 Understanding Your Data

Choose to both
consider data and
challenge bias

→ How to Choose Both

Data can be powerful, and even more so when surrounded by the right perspectives.

When you're collecting data, bake in equity from the start. Research the systemic story of your issue space, engage impacted communities as collaborators, and be transparent with everyone involved about what you do and don't understand.

When using others' data, pay attention to who commissioned and owns the insights you're using and be curious about their methodology, to ensure their lens on the issues and communities involved aligns with your values and the community's own.



05 Share Your Impact

Choose reporting that both **inspires your own community** and **accounts for others**

→ How to Choose Both

A thorough measurement and evaluation framework, tracking actions, outputs, and outcomes as far as necessary, can prompt you to ask important questions about the impact of your actions as you attempt to trace them the whole way through. These insights can inform approaches in movements across the world.

We are not isolated in our issues, communities, countries, or campaigns—our ecosystems are deeply interconnected. Think about the wider system beyond your initiative and challenge yourself to see how far out you can map connections. These relationships indicate opportunities to prevent and monitor for ripple effects in your next endeavor.



Recommended Reading

Our team is always learning. Explore some of our favorite sources of inspiration for evidence-backed approaches to driving equity-centered impact.

[About —228 Accelerator](#)
228 Accelerator

[The Data Equity Framework](#)
We All Count

[equityxdesign: A Practice for Transformation](#)
Caroline Hill, Michelle Molitor and Christine Ortiz; Equity Design Collaborative

[Equity Metrics](#)
Othering & Belonging Institute;
University of California, Berkeley

[Data vs Metric vs KPI vs Report](#)
Tom Rennell; Adverity

[Participatory Systems Mapping for Policy Analysis](#)
Dr. Alexandra Penn and Dr. Pete Barbrook-Johnson; University of Surrey

[Toward Digital, Critical, Participatory Action Research: Lessons from the #BarrioEdProj](#)
Edwin Mayorga; Swarthmore College

[Research Justice: a Strategic Framework to Achieve Self-determination for Marginalized Communities](#)
DataCenter Research for Justice

[Research Justice: Methodologies for Social Change](#)
Andrew J Jolivet

[A Quick Guide to Monitoring, Evaluation, Accountability and Learning in Fragile Contexts](#)
Vivien Walden; Oxfam



→ Purpose builds and supports movements to advance the fight for an open, just, and habitable world. We believe that racial equity and intersectional justice, both within our company and integrated into the work we do with clients and partners, is key to achieving this mission.

→ This experience is a collaboration between Purpose’s Racial Equity Impact Practice and Impact Measurement & Learning team. Our Racial Equity Impact Practice exists to help empower committed advocates across sectors to act on their racial equity goals, fusing a commitment to justice with our proven movement methodology and a network of diverse partners dismantling inequity one initiative at a time. Our Impact Measurement & Learning team shapes and oversees research, data science, and testing to ground our work in evidence-based strategies, evaluate impact, and generate data-driven insights that help Purpose, our partners, and the communities that we serve better effect positive, tangible, and equitable change.



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