

Sharing your impact: Collecting data from your Parent Champions

Here are some ideas on sharing your impact and collecting data from Parent Champions, shared by Parent Champions Coordinators in the National Network and the Coram Family and Childcare team.

Involve your volunteers

- Ask what would work for the volunteers - online or paper forms
- What would motivate them? - perhaps meeting for a coffee once a month

Make it easy

- Encourage a regular place and time for volunteers to feedback
- Create an online monitoring form using the Parent Champions template
- Create a QR code for the online monitoring form – add to the back of lanyards or share the QR code link on the screen during group meetings
- Pin the link to the online form to your Parent Champion WhatsApp groups
- If using paper forms, pre-print and have them available to pick up
- Meet with volunteers 1:1 or have a phone call to support volunteers who are finding the process challenging

Highlight the importance

- Let your volunteers know why the data is collected
- Share with volunteers how the information they send is used

Feedback results

- The data from online forms feeds directly into an excel spreadsheet
- Use collated data to share the impact with the Parent Champions – charts are a great visual to show the difference that they are making as a group
- Share the information at group meetings and send out a PDF summary once a quarter
- Circulate the data internally and with management teams
- Extract data by volunteer and share the individual impact with each Parent Champion to help motivate them
- Filtering data by Parent Champion allows you to see outreach by area

Share impact locally

- Share your impact with stakeholders and local authority teams
- Give others the opportunity to express how much they value the contribution your team are making - a thank you message to the volunteers from a senior team member can go a long way
- Share your success on social or local media
- Consider nominating your volunteers for an award
- Take notes on Parent Champions' contributions to other parts of your organisation – this will show the wider impact of the Parent Champions – eg. Parent panels, interview panels, coproduction projects.
- Adapt the online forms to collect additional data that you need internally or for project funding

Collect stories and successes

- Record quotes from families who have been supported by Parent Champions, with their permission
- Short antidotes are also valuable
- Gather information on your volunteers that allows you to see their journey and highlight their work
- Create case studies to add context and personal experience to the data
- Use the Parent Champions case study guide to support you
- Case studies can highlight how Parent Champions have supported families or the journey of the Parent Champion themselves
- Add a question to the online form asking volunteers if they have any successes or challenges

If you have any additional insights or methods that have worked for you, please do get in touch with the Parent Champions programmes team at info@coramfamilyandchildcare.org.uk.