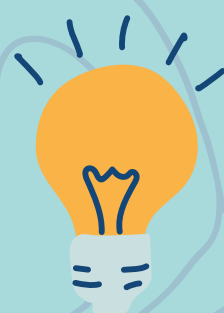


# 5 Conditions of Collective Impact

## 1 Establish Common Agenda

Collectively scope and define the issue and create a shared vision and theory of change among participating stakeholders

1



## 2 Shared Measurement

Collectively determine and create a formal agreement on key metrics, including process and outcome metrics that will be measured in the same way across partners to enable monitoring, learning, and accountability

2

## 3 Mutually Reinforcing Activities

Engage cross-sector stakeholders to map and align participants strategies and activities to generate a collective action plan that will enhance impact through mutual reinforcement

3



## 4 Continuous Communication

Build frequent and structured open communication to reinforce common agenda, improve coordination and build and strengthen trusting relationships among partners

4



## 5 Backbone Support

Identify an independent entity with funded staff support to align and coordinate the initiative's common agenda, communications strategies, and measurement

5

