

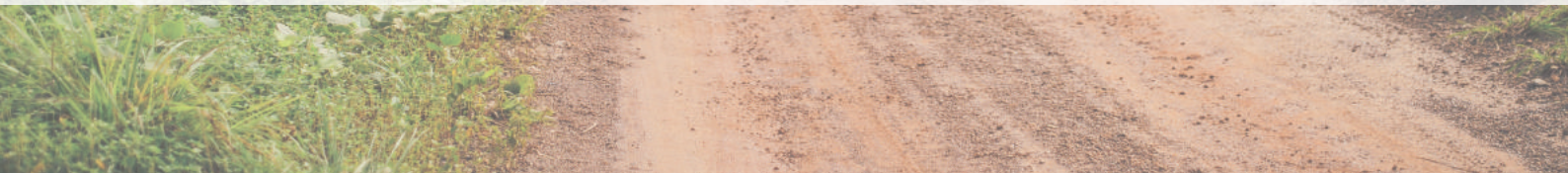
# @hangeroo

## The heart and mind of social organisations

Changeroo assists organisations, programs and projects with a **social mission** to develop and manage high-quality Theories of Change. It allows you to

- together with stakeholders co-create Theories of Change, and
- present these in an interactive and engaging way.

It helps keep a Theory of Change alive, enables reflective monitoring, and supports capacity building among social organisations. Changeroo helps you utilize your Theory of Change for strategic learning, communication, stakeholder engagement, impact measurement, scaling, planning, monitoring and evaluation. Thus you build a culture of critical thinking, constant analysis, co-creation and continuous learning. In sum, **a truly strategic approach to societal value creation that helps you to assist your target groups to flourish!**



<b>POWERFUL COMMUNICATION</b>	<b>YOUR THEORY OF CHANGE KEPT ALIVE</b>	<b>CO-CREATION AND SOURCE SUPPORT</b>	<b>REFLECTIVE MONITORING</b>	<b>IMPACT HAPPY BENEFICIARIES</b>
	<b>CAPACITY BUILDING FOR IMPACT MANAGEMENT</b>	<b>CREDIBLE, BETTER VALIDATED THEORIES OF CHANGE</b>	<b>ENCOURAGE COLLABORATING, LEARNING AND ADAPTING</b>	<b>EXCITED FUNDERS</b>

**TRY IT YOURSELF**

As a social organisation, you derive your reason for existence from the societal change you contribute to. This means it is crucial you manage these change processes. At the core of strategic management of societal value creation is the Theory of Change of your organisation. This makes explicit the change process as you see it and how you strategize to steer the change process toward your vision of success. Changeroo offers a unique web-based tool to manage this process and to help you and your beneficiaries thrive.

- Develop and manage high-quality Theories of Change
- Utilize Theories of Change in your daily organisation
- Build a mindset and culture of critical thinking, constant analysis, co-creation and continuous learning (Theory of Change thinking)

# FEATURES

## Online remote collaboration

Work collaboratively on the same Theory of Change from different locations.

## Custom built Theory of Change software

Use it for quick and easy visualisation, tailored to Theory of Change visualisation.

## Keep complex Theories of Change organized

### - Nested Theories of Change

Apply a multi-level approach to your Theory of Change to break down a more complex picture into something more understandable and practical.

## Learning & ongoing development

### - A central place to record updates and changes

### - History visualisation

Gain insight in a Theory of Change's history and the learning process you went through.

## Interactive: integrate narrative in visualization

Make it interactive allowing users to click through in the visualisation to the aspects of your narrative relevant to the element a user clicked on. In this way, present information about progress, validation, needs, and more.

## Guiding resources

Take advantage of guiding resources – such as (video) tutorials, illustrations, thought tools, templates, questions to ask, etc. – to build your Theory of Change.

## Stakeholder engagement

Make stakeholders part of the process. Utilize their expertise and resources, and ask for their input and feedback.

### - Engagement on an ongoing basis

### - Allow stakeholders initiative to engage with you

## Embed for consistent communication

Incorporate the Theory of Change on other websites, while maintaining all interactive functionality, and use it to convince and fuel excitement among stakeholders.

# APPLICATIONS



## Strategic thinking & Learning

- Helps understand success and failure: why something works or not
- Constantly evolving view of reality
- Basis for knowledge exchange



## Communication

- Suited for a quick overview as well as in-depth insight
- Concrete & convincing
- Combines logic and visual mapping
- Transparent, interactive and engaging



## Stakeholder engagement

- Continuous dialogue and co-creation
- Brings the power of consensus, co-creation and group processes



## Planning & Partnerships

- Buy-in from stakeholders, including funders
- Identify opportunities for collaboration
- Shared understanding: a shared and focused 'road-map' and a framework for implementation



## Monitoring & Evaluation

- Makes clear what needs to be measured
- Results get fed back into the Theory of Change
- Framework for impact measurement, monitoring and evaluation

## WE LOOK FORWARD TO WORKING WITH YOU!

We embrace organisations working on their value to society and love to contribute to strengthening their capacity to help their target groups to flourish.

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