

# USING EVALUATION TO CHANGE PROGRAMS

# AGENDA



Introductions



Logistics



Using evaluation to help raise more money for your mission



Using evaluation to improve programs



Overview of evaluation skill sessions



Resource list

RAISE MORE MONEY

*“We’d be hard-pressed to find any donors of any age who say they don’t care whether their giving makes much of a difference.” – study on giving*

# WHAT DONORS WANT TO KNOW

- How much more do donors give when provided information about impact?
  - Twice as much
  - 50% more
  - 10% more

## WHAT DONORS WANT TO KNOW

- How many donors would give more if they were confident about the impact of their gift?
  - 10%
  - 35%
  - 65%
  - 100%

**TO IMPROVE PROGRAMS &  
PEOPLE'S LIVES**

## WHICH OF THESE WOULD BE MOST HELPFUL TO YOU RIGHT NOW?

1. Building collaboration
2. Identifying successful strategies
3. Identifying barriers to participation
4. Identifying additional services
5. Increasing referrals

## TO IMPROVE PROGRAMS

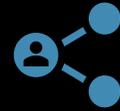
### EXAMPLES

- Tobacco Free Florida
- Peer Recovery Specialists
- Scholarship wraparound
- Addiction stabilization center

### HOW IT HELPED

- Helped build collaboration
- Identified successful strategies
- Identified barriers to participation
- Identified additional services
- Increased referrals

HOW WOULD  
YOU USE THE  
INFORMATION?



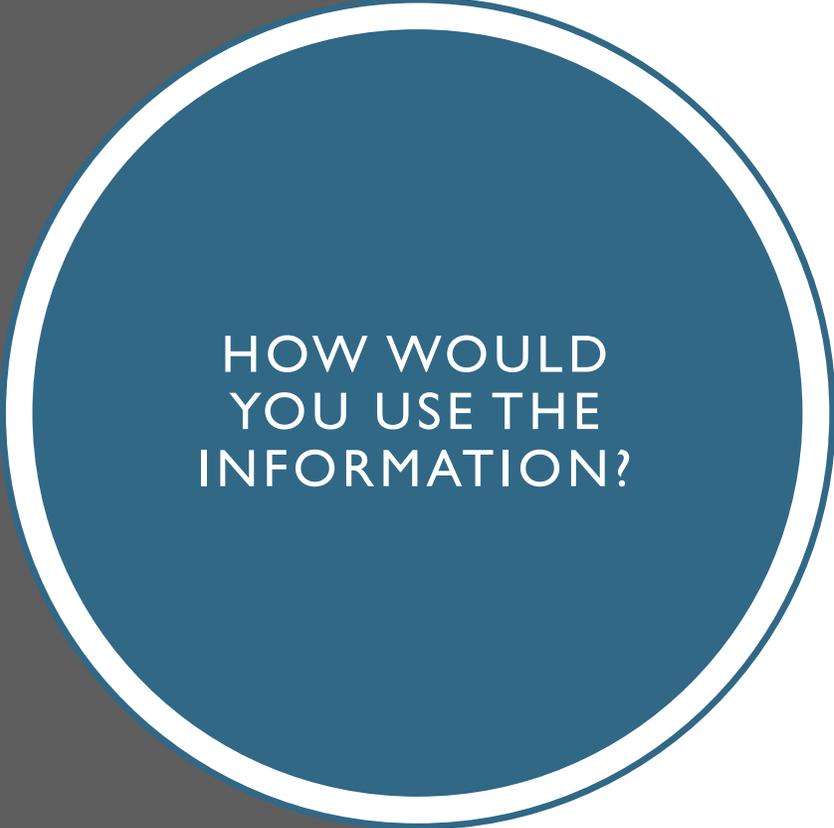
Who would you share it with?



Why?

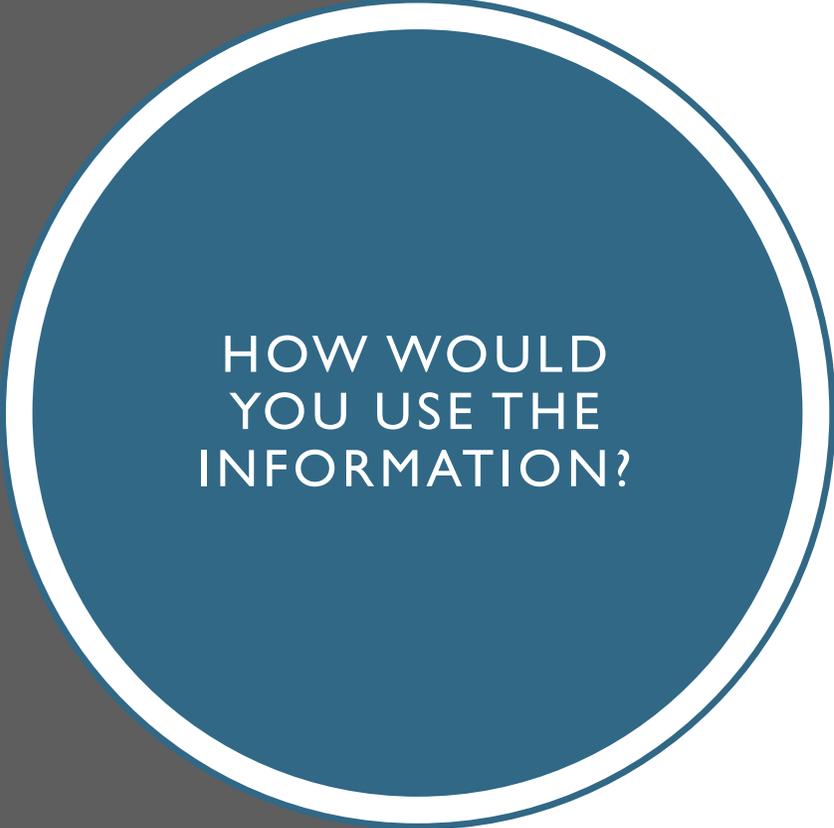


What action might result?



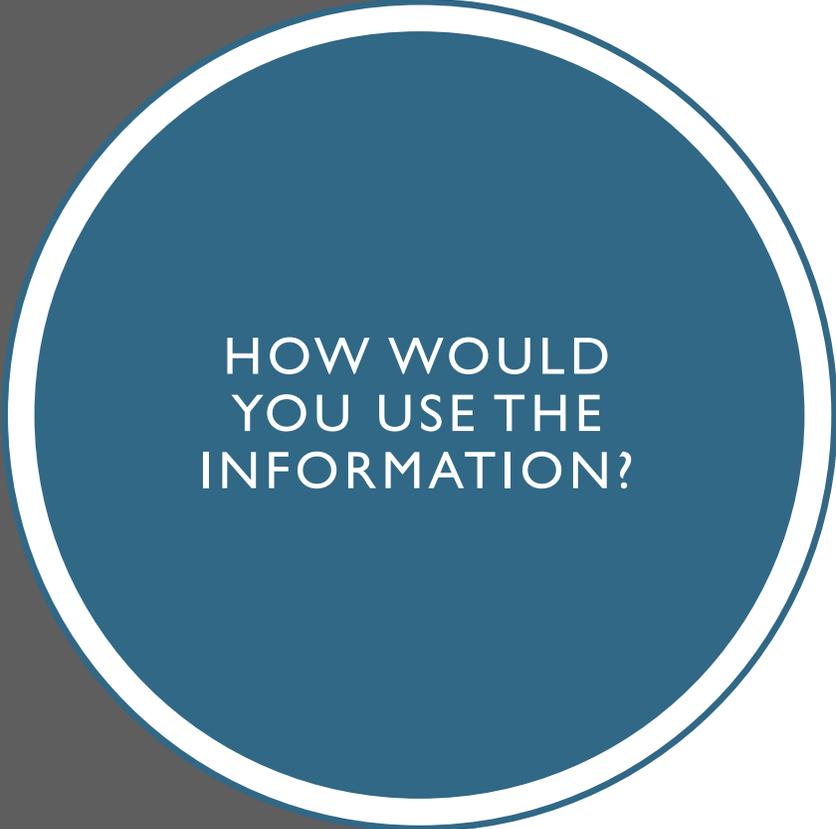
HOW WOULD  
YOU USE THE  
INFORMATION?

- EMTs in one municipality are taking overdose survivors to the addiction stabilization center, but not all municipalities are participating. The addiction stabilization center – which is in the middle of a large county – receives patients from hospitals as well. They started tracking the zip code of their clients. They also know what percentage of their clients successfully complete treatment.



HOW WOULD  
YOU USE THE  
INFORMATION?

- 98% of first-generation college students participating in a scholarship program with wraparound services graduate; fewer than 70% of their peers do.



HOW WOULD  
YOU USE THE  
INFORMATION?

- Both staff and peers reported that peers could make a connection with members that staff could not, were able to spend more time one-on-one with members, and provided consistency to members. Peers also brought new ideas.
- The pilot impacted the organization in several ways: more manpower, building new partnerships, and increased opportunities.
- It can be hard to find the right person.

# BRAINSTORMING



What one thing would you like to know about your program(s)?



How would you use the information?

## SERIES OVERVIEW



Skill 1: How do I create (or find) an easy but reliable tool to collect data on our impact?



Skill 2: How do I take our data and turn it into something we can use?



Skill 3: How do I communicate our impact?

## RESOURCES

- **The Urban Institute Outcome Indicators Project.** The project provides a framework for tracking nonprofit performance. It suggests candidate outcomes and outcome indicators to assist nonprofit organizations that seek to develop new outcome monitoring processes or improve their existing systems.  
[www.urban.org/center/cnp/projects/outcomeindicators.cfm](http://www.urban.org/center/cnp/projects/outcomeindicators.cfm)
- **W.K. Kellogg Foundation** <http://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>
- **The Evaluation Center**  
<https://wmich.edu/evaluation>

## RESOURCES

- **Innovation Network.** Innovation Network provides knowledge and expertise to help nonprofits and funders learn from their work to improve their results. [www.innonet.org](http://www.innonet.org)
- **Social Innovation Fund Evaluation Plan Guidance**  
<http://www.nationalservice.gov/documents/social-innovation-fund/2014/social-innovation-fund-evaluation-plan-guidance>
- **CDC guidance**  
<https://www.cdc.gov/eval/framework/index.htm>
- **Rutgers**  
<https://njaes.rutgers.edu/evaluation/resources/>

## RESOURCES

- **Results-Based Accountability**, which presents a very plain-language approach to evaluation. [www.raguide.org](http://www.raguide.org).
- **Pew Charitable Trusts**  
<http://www.pewtrusts.org/uploadedFiles/wwwpewtrustsorg/Reports/Miscellaneous/chapter14.pdf>
- **Sample Size Calculator:** <https://www.qualtrics.com/blog/calculating-sample-size/>
- **Canva: Online graphic design site free for nonprofits** <https://www.canva.com/canva-for-nonprofits/>