



NonProfit  
HelpDesk



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Help **YOU**

Evaluation for Impact: Building Power with Data

MARCH 24th @ NOON | FACILITATOR: JENNIFER AVERS

# NONPROFIT HELPDESK

We're here for you!

- Free Live Workshops
- Archive of Past Workshops
- LinkedIn Community
- Free Expert Support

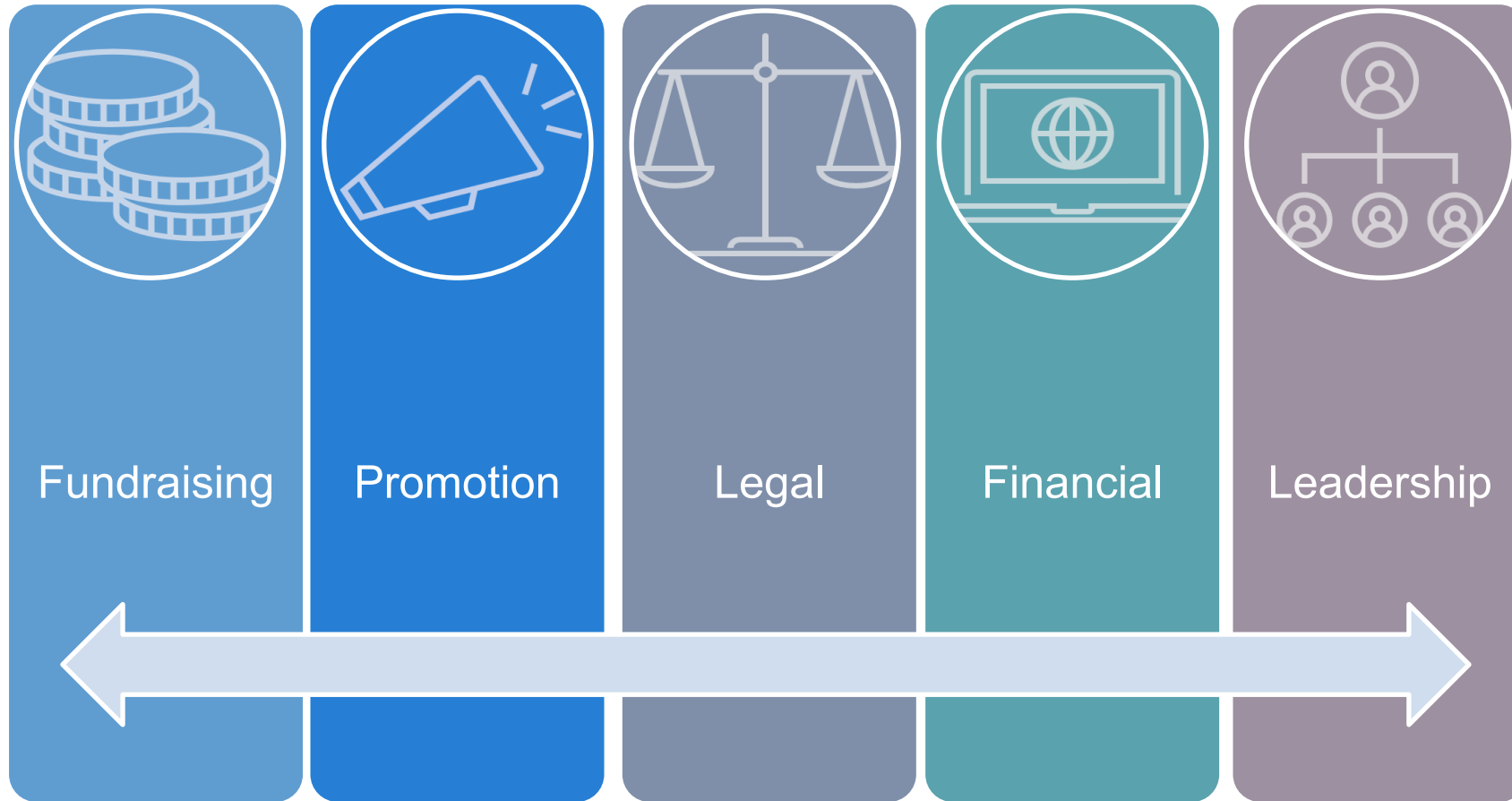
Find out more at [www.nphd.org](http://www.nphd.org)

These workshops are funded by generous allocations from NYC Council Members



# HELPDESK FOR A VARIETY OF NEEDS

REQUEST SUPPORT BY COMPLETING A FORM AT [WWW.NPHD.ORG](http://WWW.NPHD.ORG)!



# WORKSHOPS FOR CAPACITY BUILDING & NYC DISCRETIONARY FUNDING



## From Logo to Legacy: Building Your Brand Story

Join NPHD to learn about the power of branding and how to make it the core building block of your communication strategy.

### From Logo to Legacy: Building Your Brand Story

Today • 12:00 PM EDT

Free



### You Ask, We Answer: NYC Council Discretionary Expense Funding

Tomorrow • 6:30 PM EDT

Free



## Nonprofit Excellence – A Guide to the Top 10 Best Practices for Nonprofit Organizations

Join NPHD to learn about Nonprofit Excellence: A Guide to the Top Ten Best Practices for Nonprofit Organizations.

### Nonprofit Excellence - Top 10 Best Practices for Nonprofit Organizations

Tue, May 27 • 12:00 PM EDT

Free



### NYC Council Discretionary Funding Q&A w/ NYC Dept of Youth & Community Dev.

Wed, May 28 • 6:30 PM EDT

Free



### Submitting the HHS Prequalification (PQL) Application

Wed, Jun 4 • 6:30 PM EDT

Free



## Getting Started with Grants

Join NPHD to learn how to get started with grant funding.

### Getting Started with Grants

Tue, Jun 10 • 12:00 PM EDT

Free



### Navigating NYC PASSPort for Nonprofits

Tue, Jun 10 • 6:30 PM EDT

Free



### NYC Council Discretionary Expense Funding: Contracting & Reimbursement

Tue, Jun 17 • 6:30 PM EDT

Free

sample list of workshops, please visit [nphd.org](http://nphd.org) for current schedule

# Today's Objectives

- Right Size Your Evaluation
- (Begin) to Draft An Evaluation Plan
- Determine Next Steps for Building Power Using Evaluation



EVALUATION PLAN



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# Longer-Term Goals

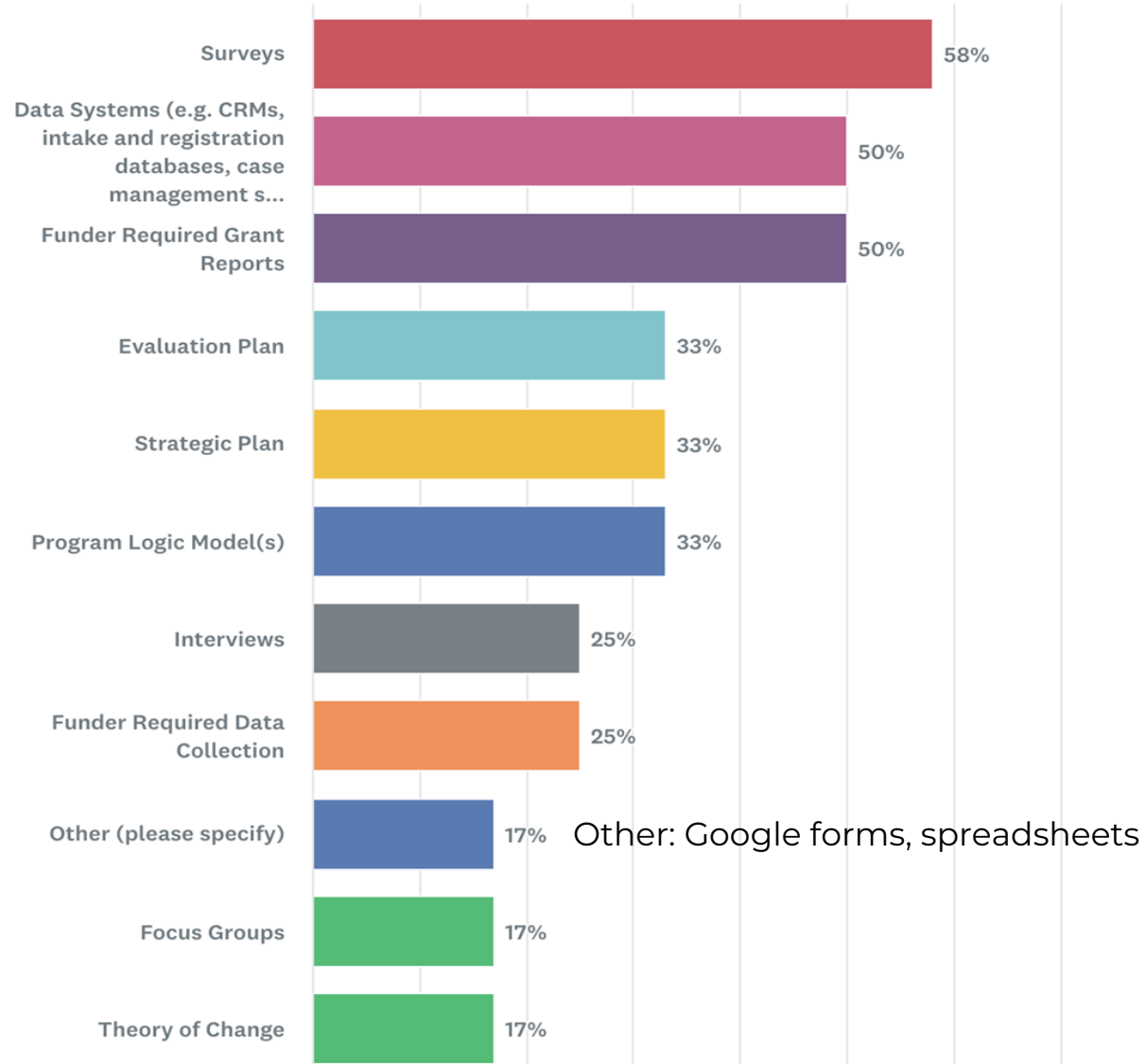
- Adapt with ease
- Demonstrate results that educate, engage and compel
- Bond staff members around shared efforts, objectives, and successes
- Direct, rather than react



EVALUATION PLAN

# Does your organization use any of the following to evaluate? Please check all that apply.

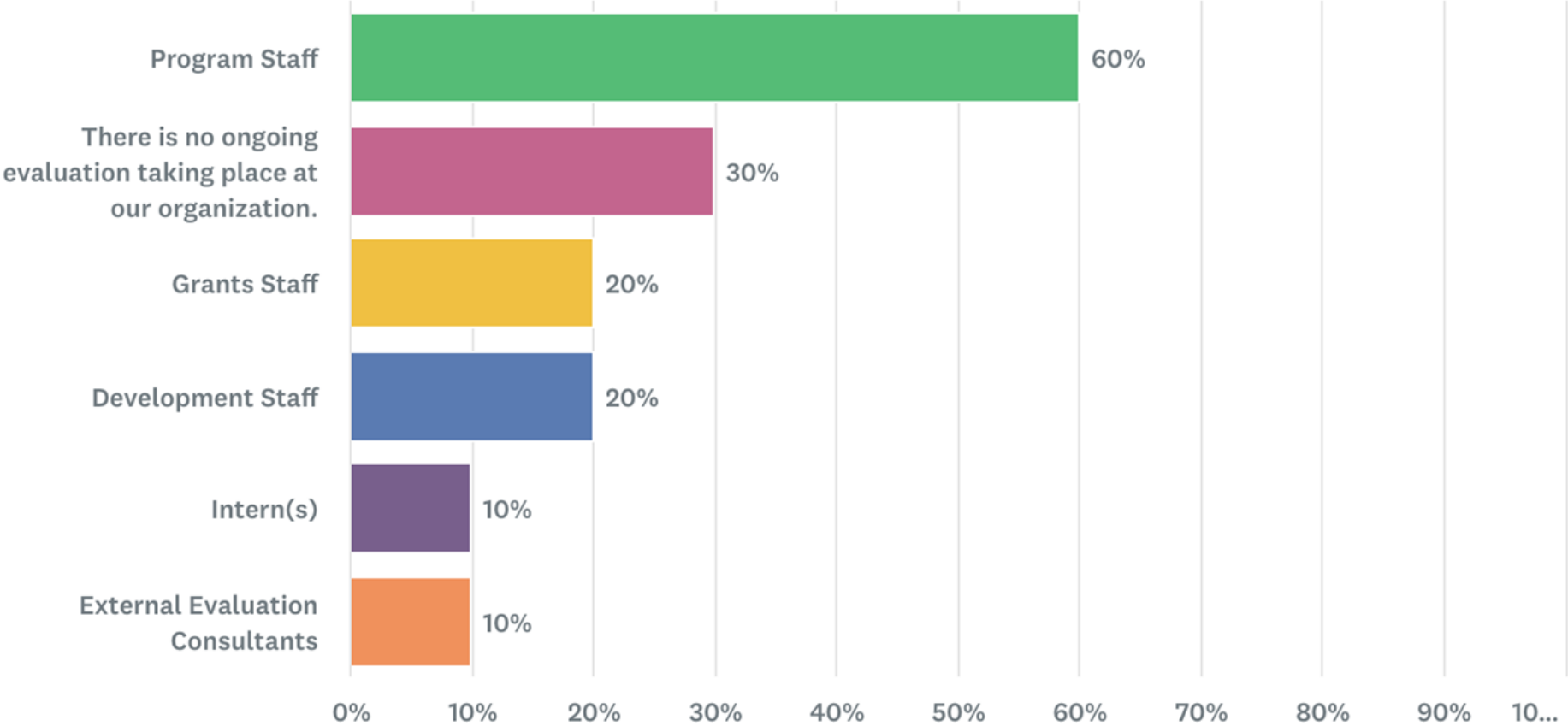
Answered: 11 Skipped: 0



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# Who is responsible for evaluation at your organization? Please check all that apply.

Answered: 10 Skipped: 1



# What sorts of evaluation questions are most important to you and your organization at this time?

- Are we on time for our appointments? Are the therapeutic techniques effective? Has everyone completed their trainings? What is the provider's schedule utilization rate? How long does employee onboarding take?
- The number of unstably housed clients engaged; the number of clients placed into permanent housing; the number of clients assisted with obtaining a voucher.
- Food choice
- How does our program impact students during a vulnerable time?
- Questions about the impact of each program
- What is the impact we are having on our community? What is the best way to show impact? Just numbers? Or are anecdotes and personal stories best? What is the best way to share data?



# What do you hope to gain from attending the the 3/24 HelpDesk on building power using evaluation?

- Ideas and guidance on how to design better workflows for my team.
- How to create a dashboard
- Improve program evaluation skillset
- How to build evaluation for a program serving basic needs such as food pantry, showers, for the homeless
- Tools, formatting and structure of evaluation
- Learning more about numerical data
- Deeper understanding of evaluation procedures
- I would like to learn about the most recent best practices in evaluation and what philanthropy is looking for these days when it comes to assessing the work of nonprofits. I would also like to hear about what funders are expecting of larger nonprofits versus those that are smaller and more grassroots.



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# Right Size Your Evaluation

- Get grounded.
  - What is our mission? (IMPACT)
  - How do we achieve our mission (programs, services, efforts, etc.)? (ACTIVITIES)?
  - What resources and people are required to achieve our mission (internal and external)? (INPUTS)

Inputs

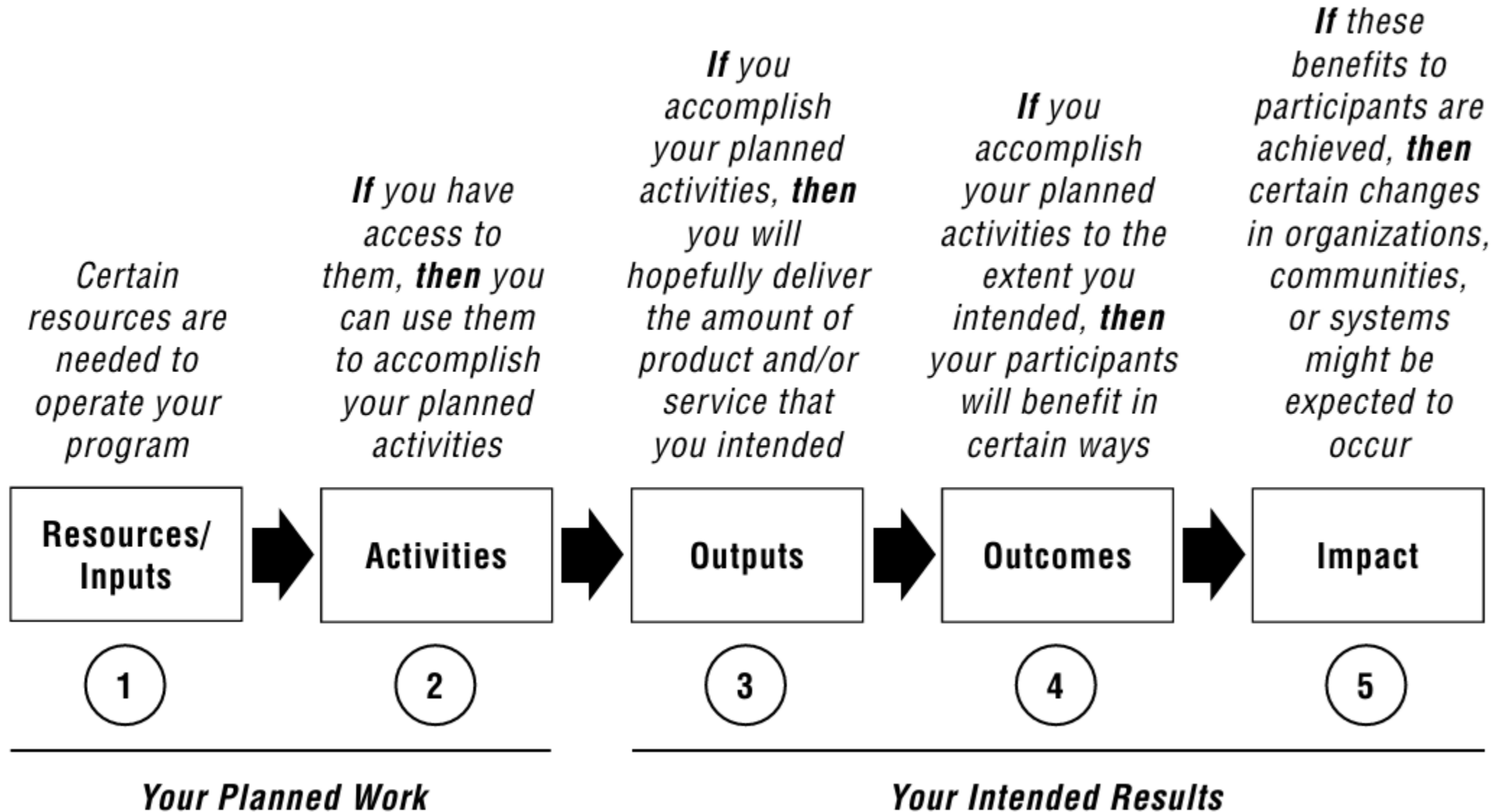
Activities

Impact



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From the [W.K. Kellogg Foundation Logic Model Development Guide](#)

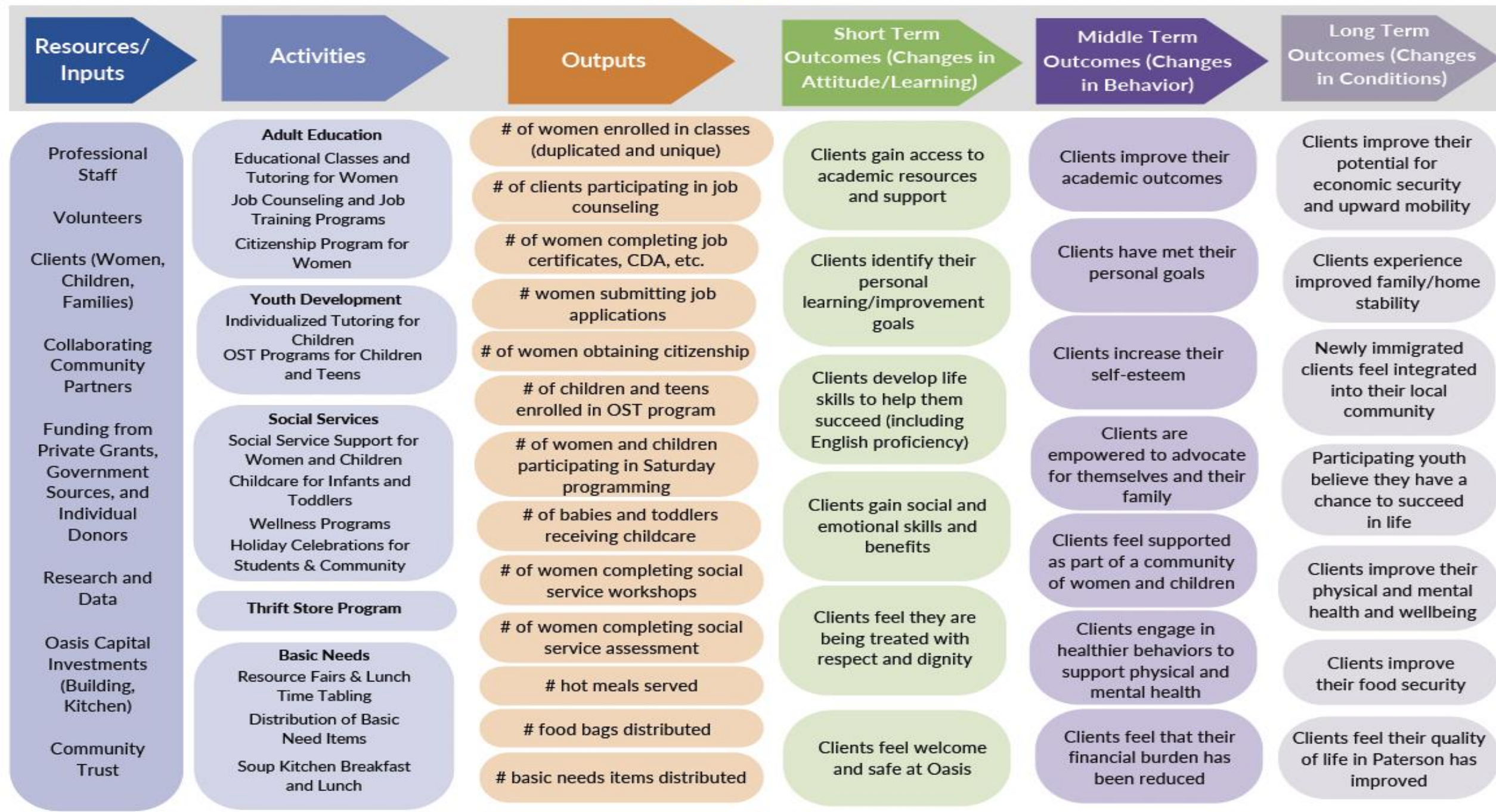


# LOGIC MODEL EXAMPLE - After School Youth Program

<b>INPUTS:</b> resources necessary to support our activities	<b>ACTIVITIES:</b> programs, services, efforts	<b>OUTPUTS:</b> immediate results of our activities (amounts of products, services, numbers reached)	<b>OUTCOMES:</b> changes, benefits, results that occur because of the outputs (short term, medium, long-term)	<b>IMPACT:</b> aggregate, sustained and longer-term effects of our work - where our mission lives
<ul style="list-style-type: none"> <li>• After School Staff</li> <li>• Students</li> <li>• Parents</li> <li>• Curriculum</li> <li>• Classrooms</li> <li>• Computers and other supplies</li> <li>• School District Relationships</li> </ul>	<p>The After School Youth Program offers homework assistance, social activities, arts and fitness activities, and healthy snacks Monday through Friday from 2 - 6 pm</p>	<p># of students enrolled</p> <p>Attendance records</p> <p>Hours of 1:1 homework support</p> <p>Hours of group instruction</p> <p>Hours of physical activity</p> <p>Rates of homework completion</p> <p>Amount and type of social interaction and SEL competency building</p>	<p>Increased access to academic, fitness, and social resources and support</p> <p>Increased interest and motivation to succeed</p> <p>Increased confidence engaging with peers</p> <p>Improved academic achievement</p> <p>Improved physical health</p> <p>Improved SEL competencies (self awareness, self management, social awareness, relationships skills, decision making)</p>	<p>Young people feel part of a supportive community and are capable of sustaining a high quality of life beyond their participation in the After School Youth Program</p> <p>(socially, academically, economically, healthfully)</p>



# Oasis Logic Model



# Right Size Your Evaluation

- What are our evaluation questions?
  - **Quality - Oriented:** Are we sufficiently resourced to deliver our resources, programs, and services to our constituents (staff capabilities, technology, space, etc.)? Are our constituents satisfied with our services (customer service, UX)?
  - **Monitoring/Auditing/Documentation - Oriented:** How many people do we serve? How many hours are we delivering programming? How many pounds of food have been distributed? What are our rates of x, y, z program attendance?
  - **Outcomes - Oriented:** How and in what ways have students improved their literacy over the course of our program (knowledge gains)? How and in what ways are teens exhibiting stronger social emotional intelligence than when they entered our programs (behavioural change)? Are the parents who completed ESL and Citizenship courses better employed than at intake (economic gains)?



# Right Size Your Evaluation

- Who wants to know? Who needs to know? Who doesn't know but if they did, it might help us sustain, deepen, or scale?
  - **Internal Stakeholders:** Development, Comms, Program, Board, Other Volunteers
  - **External Stakeholders:** Public/Private Funders, Major Donors, Constituents, Community Members, Community Partners
  - **Others:** Academic Institutions, Elected Officials, Issue or Community-Based Coalitions, Professional Associations



# Begin to Draft An Evaluation Plan

- Reference the Evaluation Plan Template (handout delivered through EventBrite)
- Put it all down
- Bring in others who are close to the work - the planners and the doers, visionaries, skeptics, allies, other departmental representatives, client voice (if possible)
- Create a few drafts
- Check assumptions



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# Evaluation Plan Example

Evaluation Question	Indicators	Potential Methods	Resources Required	Notes
<p>How and in what ways does the After School Youth Program improve students' social emotional learning competencies?  (outcomes-oriented)</p>	<p>80% can identify their emotions</p> <p>60% have increased self-confidence</p> <p>Impulse control (via decreased behavioral incidents)</p> <p>70% are capable of setting goals</p> <p>70% have greater empathy</p> <p>80% are effectively communicating with peers and teachers</p> <p>70% know how to problem-solve</p>	<p>Teacher Observations</p> <p>Pre/Post Program Student Surveys</p> <p>Parent Discussion Groups</p> <p>Student Interviews</p> <p>Student Self-Study Art</p>	<p>Youth Program Staff</p> <p>Youth Program Participants</p> <p>Youth Program Parents</p> <p>Evaluator to develop the methods</p> <p>Time allotted for methods</p> <p>Evaluator + Staff to deploy methods and capture data and feedback</p> <p>Evaluator to analyze and report on findings</p> <p>Miscellaneous items to incentivize participation</p>	<p>Bilingual Methods</p> <p>Which funders want to know what? What is most important to us for our learning and continuous improvement? How can our data leverage opportunities?</p> <p>How will we share the findings?</p> <p>How do we build buy-in with Program Staff to assist with new evaluation responsibilities?</p> <p>Where will we house the data we gather?</p>

# Moving from Evaluation Planning to Implementation

- Who will develop the methods?
- Will there be a pilot?
- Who will analyze the data?
- Who will report on the data? How?



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# The Vision: Evaluation as Power

We are in the driver seat and we....

- Know what evaluation questions are important to answer
- Have the resources to evaluate what matters
- Build relationships with colleagues and improve cross departmental functionality
- Easily find the data we need
- Compellingly communicate what we have learned and know about our work
- Inspire funders to support our vision and evaluation tactics
- Inform the larger field with our data and insights

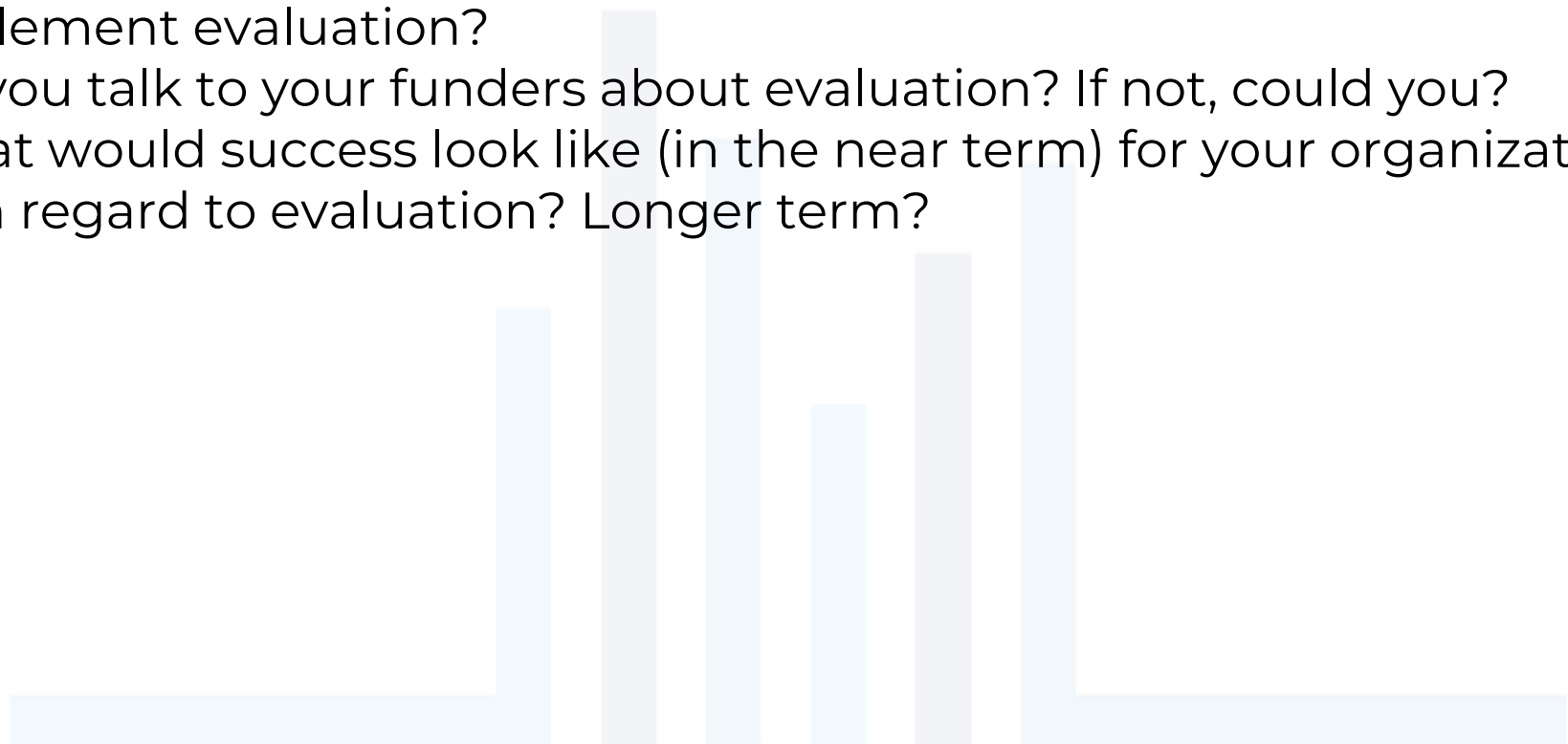


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# Q & A

## BUILDING POWER USING EVALUATION

- What do you think about the logic model?
- Do you feel ready to develop an evaluation plan?
- Are there individuals with whom you must build awareness and buy-in to implement evaluation?
- Do you talk to your funders about evaluation? If not, could you?
- What would success look like (in the near term) for your organization, with regard to evaluation? Longer term?



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THANKS FOR JOINING US!

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**Jennifer Avers LLC**  
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YOUR FEEDBACK  
MATTERS!

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FOR A  
SURVEY!**