

EVALUATING PROGRAMMES AND MEASURING IMPACT

WHY IT MATTERS

Nonprofits are increasingly expected to go beyond reporting numbers and prove the real difference they are making. Evaluation is not just about accountability to funders — it is a powerful tool for learning, improving programmes, strengthening strategy, and building credibility.

KEY STEPS IN MEASUREMENT AND EVALUATION

1 UNDERSTANDING THE WHY

1. Evaluation is not just about appeasing donors, it's about organisational development and continuous improvement
2. Measurement, monitoring and evaluation are a powerful learning tool to improve strategy and execution of programmes

2 THEORY OF CHANGE AS A FOUNDATION

1. You can't effectively evaluate programmes or measure social impact without a logic model or theory of change
2. It provides the roadmap that connects your activities to long-term change
3. It helps to determine what to measure and why it matters

3 TYPES OF EVALUATION & DATA

1. Complete both Formative and Summative Evaluation to understand how to improve your work and demonstrate your results
2. Ensure you collect data that is quantitative (statistics/numerical) and qualitative (words/testimonials/observations)
3. Collect different types of data:
 - a. Beneficiary demographics
 - b. Engagement statistics /outputs
 - c. Outcomes/impact data
 - d. Feedback/quality
 - e. Stories/testimonials

4 DEFINING OUTCOMES & INDICATORS

1. Make sure to measure actual changes happening because of your work
2. Determine how to measure changes in client/participant knowledge, skills, attitudes, and behaviours
3. Balance quantitative and qualitative indicators when measuring outcomes

5 PRACTICAL TOOLS FOR DATA COLLECTION

1. Consider surveys, interviews, observation forms, and focus groups
2. Make sure to choose approaches that are realistic, sustainable, and culturally relevant
3. Do not collect data that you do not plan on using

6 USING DATA TO TELL YOUR STORY

1. Analyse results for learning and decision-making
2. Discuss your results with your teams and Board
3. Turn evidence into compelling stories that inspire funders, partners, and communities