



## Theory of Change

A **Theory of Change** is your **story of impact**—why you believe your actions will create the change you want to see. It includes context, beliefs, and preconditions.

**We believe...** (state your core assumptions or beliefs).

**If we...** (describe the work you do),

**then...** (describe the change you expect to see in people or community).

We believe...	
If we....	
Then...	

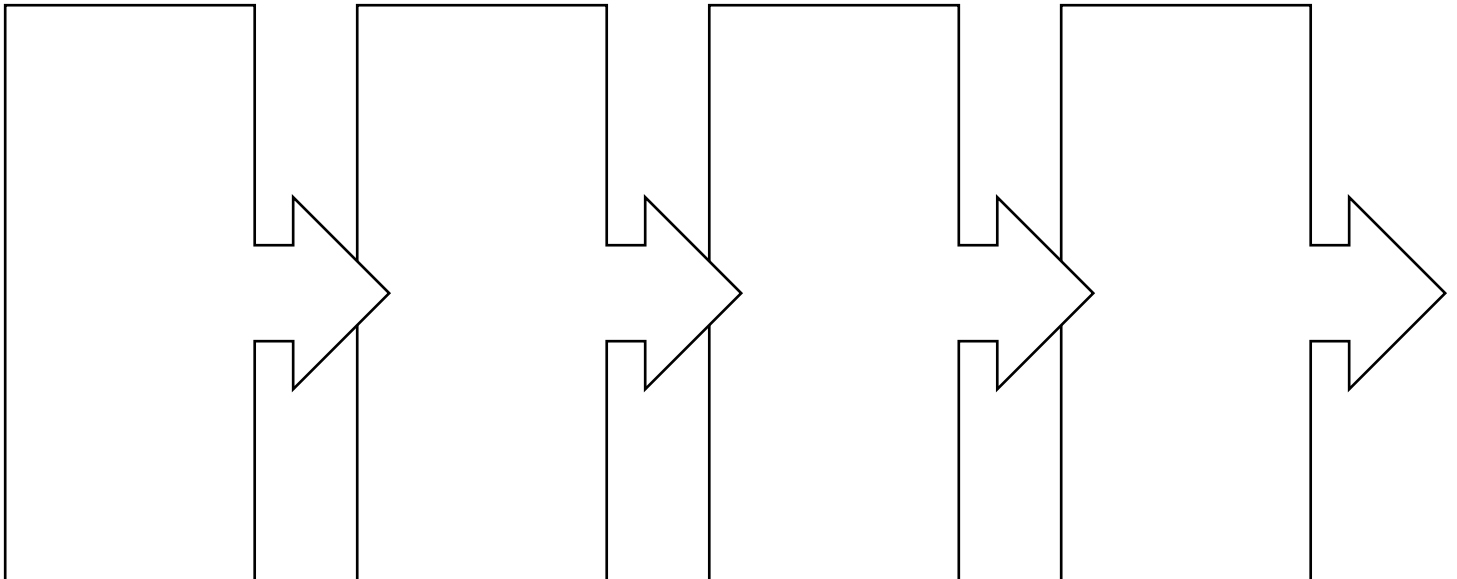
## Logic Model

**We do this activity...**

**So that...**

**So that...**

**So that...**



## Why a logic model?

**Which of these reasons** resonate with you as something that would be helpful?

- Clarify goals and purpose
- Measure and communicate impact
- Guide planning and decision making



# Evaluation Plan Worksheet

## A. Program Description (Logic Model narrative)

Provide a short description of the program being evaluated. Use this section to describe the key aspects of the program. *(Remember that much of this information is in your logic model.)*

Describe the specific problem or need that the program addresses.

Identify the population and the geographic or organizational setting the program serves.

Outline the key activities and strategies being implemented.

Describe the intended changes or impacts the program seeks to achieve.

Note any external factors that could influence the program.

**B. Purpose**

Explain the focus of the evaluation. What is its purpose?

Who will be involved and why?

Key partners/community members	Roles	How they will use the data

What challenges might affect the evaluation? What supports might be needed?

**C. Questions**

List the core questions that the evaluation will address.

Specify whether the question is process-focused or outcome-focused.

**D. Methods**

Describe the design of the evaluation and the methods that will be used to collect data. (We have provided page numbers in case you would like more information about these ideas.)

<b>Question</b>	<b>Indicators</b>	<b>Method</b>	<b>Considerations</b>	<b>Logistics</b>
Which question are you answering? What program objective does it support?	What are the indicators being used to measure this outcome?	How will you gather data related to these indicators?	What should you keep in mind?	When will you do this? Who will be involved?

**Data storage method**

What method will you use?

- Spreadsheet
- Database
- Other system

**E. Interpretation**

Question (above)	Indicators (above)	Findings

**F. Communication**

Potential audience	What you want them to know	How you will communicate that to them	Who is responsible?	When will it happen?

## Evaluation Readiness Quick Check

The Evaluation Readiness Quick Check can help you decide if you are ready for evaluation and where to focus your attention. Wherever you are is a fine place to be. Our goal is to help you move towards the right (column 3). If you are already mostly in column 3, think about how you want to deepen your practice.

Evaluation Readiness Questions	Possible answers		
	1	2	3
<b>1. Who needs to be involved?</b> Do we have the right people who are ready to participate? (staff, decision-makers, and others affected by the program)	We don't know who should be involved.	We know who needs to be involved but we still need to communicate with them or ensure they have the capacity to participate.	We have a team of staff, decision-makers, and stakeholders ready to participate.
<b>2. What are we evaluating?</b> Can we describe who the program serves, what services it provides, and what goals it aims to achieve?	We don't know the exact goals or who the program is supposed to serve.	We have a rough idea but need to clarify our program's main goals and outcomes.	We can name who the program services, what services it provides, and what goals it aims to achieve.
<b>3. Why are we evaluating?</b> Do we know the main purpose for this evaluation? (improving the program, showing accountability, generating new insights, or determining if program is achieving intended impact.)	We don't know why we're considering an evaluation.	Our purpose is still unclear; we need to discuss why we want this evaluation.	We (those identified in question 1 of this questionnaire) have discussed and articulated the need for and purpose of the evaluation.
<b>4. How will we use the results?</b> Are there clear ways the findings will be used to make decisions, improve training, or share with funders?	We don't know how we would use the evaluation findings.	We have some ideas on how to use the results, but nothing specific yet.	We have specific ideas about how we will use the findings. For example, the board will use results to guide future funding decisions and the program director will use results to make adjustments to our program.
<b>5. What data do we already have?</b> Do we have any existing data on the program's activities? Is it organized in a way we can use?	I don't know if we have any relevant data collected.	We collect data, but it's scattered across different systems and needs organizing.	We have data points collected and well organized.