

Five Questions to Create an Evaluation Plan

Who Cares?	What do they care about?	Where is the information?	How will we get it?	How will we share it?
<p>External Audiences: Funders Supporters Community</p> <p>Internal Audiences: Staff Volunteers Boards</p>	<p>Improving Program/Effort Accountability Clear Communication Better project coordination How you can help them . . .</p> <p>Individual Interests/Stories Short/Long-Term Results</p>	<p>Process: How we do it</p> <p>Community Changes: What we did</p> <p>Outcomes: The impact of our work on community conditions and drug use</p>	<p>Existing Data = Protocol</p> <p>Created Data = Instruments</p>	<p>Keep in mind: Decision-making cycles (when) You audience's interests (what) You audience's language (how) Balance written and visual presentation K.I.S.S. Seek feedback – “warmer/colder”</p>
AUDIENCE	QUESTION	DATA	METHOD	REPORT