

Evaluation Plan Template

Program Theory of Change

- Narrative to explain how the activities contribute to the outcomes you hope to see.

Logic Model (or other visual of theory of change)

- May use a simplified version here, or include as an Appendix to this document

Key Evaluation Questions/Learning Priorities

*Remember that these are the overall learning goals you have for your evaluation, **not** specific questions on surveys or other data collection tools.*

Process Questions

- What big picture questions do you need to be able to answer to understand if the implementation of your activities or services is going well?

Outcome Questions

- What big picture questions do you need to be able to answer to understand if the program is achieving the intended outcomes?

Summary of Evaluation Design

Once the rest of your evaluation plan is built out, it can be helpful to have a brief summary of the overall design in this section for quick reference.



Data Collection Strategies by Learning Priority

Evaluation Question or Learning Priority	Specific data we will use to Answer the Question	Target/Benchmark	Data Collection Method and Storage	Data Collection Schedule



Funder Requirements

Funder	Funder Report Dates	Outcomes Required for this Funder	Specific data for these outcomes	Where that data lives



Table of Data Collection Timepoints, Tools, and Person Responsible

Time Point	Form Name	Data Collection Format (e.g., paper form, x form in database, etc.)	Who Completes



Analysis Plan

Description here of how and when you plan to analyze and review the data.

Learning Priority or Evaluation Question	Analysis Question	Specific Metric or Data Element	Data Source	Analysis
<i>This is the big question or domain</i>	<i>Specific analysis questions we need to answer</i>	<i>Specific data points needed</i>	<i>What data collection tool captures this data point</i>	<i>How will we analyze the data</i>



Reporting Plan

Audience	Purpose/Use	Content	Timing	Format
<i>Who are the people/organizations you are regularly asked to provide information?</i>	<i>What is supposed to happen as a result of the information you provide? (e.g. make specific decisions, take a specific action)</i>	<i>What specific pieces of information are you providing to them to help them make those decisions/take those actions?</i>	<i>When do they need this information? (e.g. annually, monthly, quarterly)</i>	<i>What format works best to communicate this information? (e.g. report, dashboard, in-person meeting)</i>



Learning Plan

- Who will review what data, and when?
- What structure or process will you use to review data?
- How will your team/program/organization deal with negative results or results that are unanticipated?
- How will you review your evaluation process and make improvements over time?

