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Measuring Impact Means Building Community

A Practical Toolkit for Any NGO

activity: find your place on the evaluation journey spectrum |

Place yourself on the spectrum based on how much experience you have with evaluation and data in your organisation. Chat with others to help you decide.



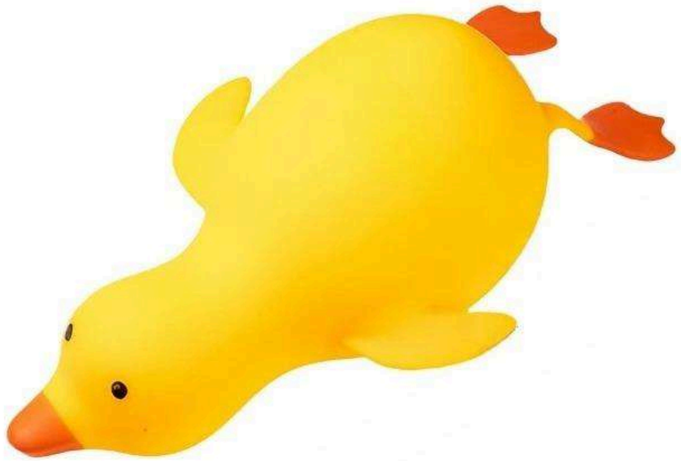
discussion: what is your motivation to measure impact?

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*my co-facilitator

discussion: what is your motivation to measure impact?

*my co-facilitator



mr. duckie

what can evaluation do for your organisation?



Strategy



Learning



Accountability

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what can evaluation do for your organisation?

Strategy	leadership, management, staff,
Learning	policymakers, peers, academia,
Accountability	donors, board,

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what can evaluation do for your ~~organisation~~ social base?

Strategy	leadership, management, staff, volunteers, participants
Learning	policymakers, peers, academia, target group
Accountability	donors, board, smaller supporters, the local community

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what can evaluation do for your ~~organisation~~ social base?

So why not start today?

stages of evaluation

Scope	Plan	Collect data	Analyse	Communicate
• Theory of Change • Determine the purpose • Evaluation question(s)	• Evaluation plan • Identify the skills needed and set a feasible timeline	• Implement the intervention • Conduct data checks	• Reflect on implementation changes • Analyse data	• Interpret findings • Communicate findings, make decisions and engage key stakeholders

*More: Stages of evaluation

goal for today: evaluation minimum*

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*something we can do today,
so we can start building evidence tomorrow



goal for today: evaluation minimum



define goals and causal links

?

clarify your purpose



pick proportionate and appropriate method

goal for today: evaluation minimum

define goals and causal links

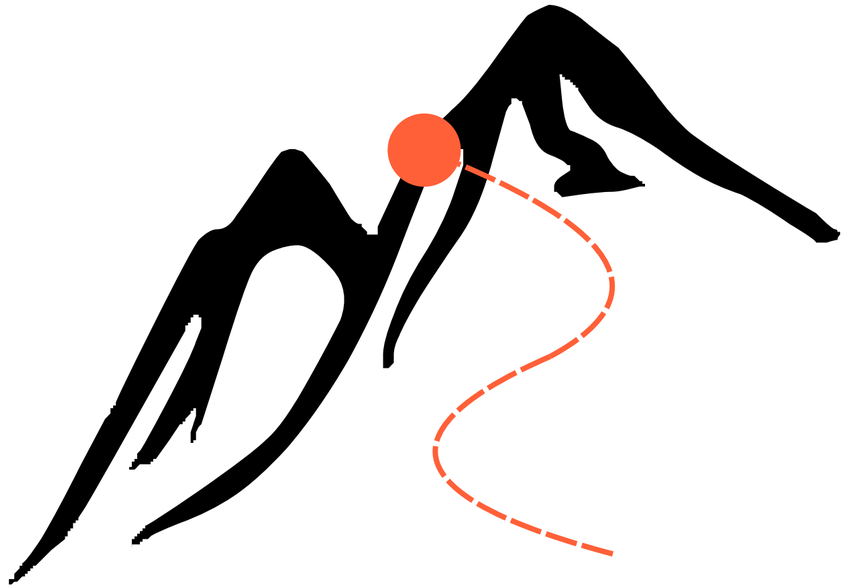
we can't measure
what we don't define



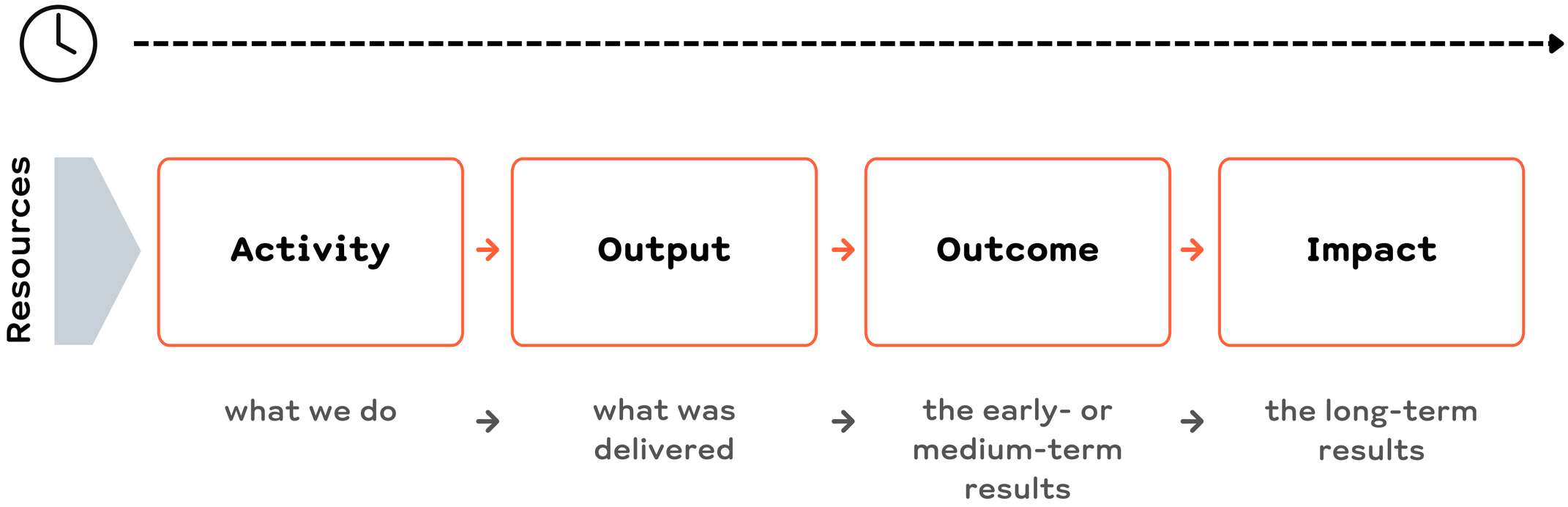
goal for today: evaluation minimum

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what we don't define



#1: define goals and causal links

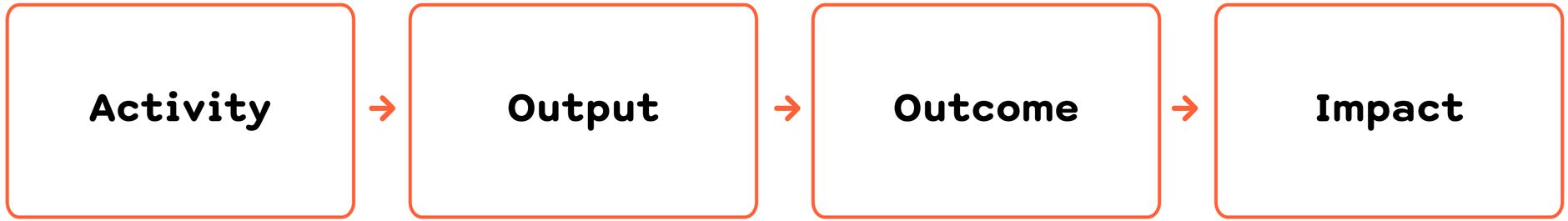


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*More: Theory of Change

activity: know what change you are trying to create |

Pick one activity or intervention in your portfolio and try to create the causal chain. Discuss in groups of 2-3. Check with each other whether the logic holds and moves step by step.



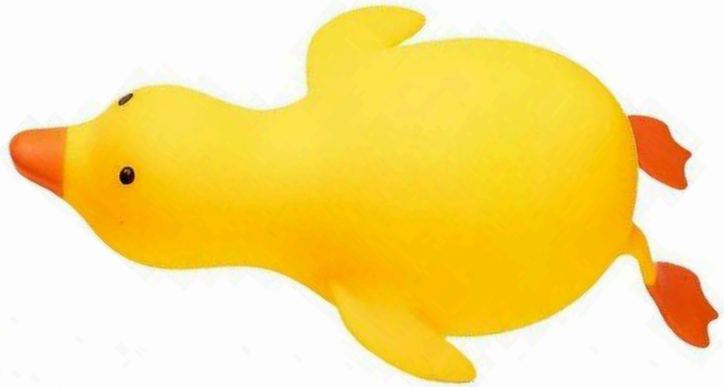
Example:							
	educational support groups for marginalised women	→	women signed up sessions held	→	women feel supported women are empowered to actively search for work	→	employment among marginalised women increases

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*More: Theory of Change

discussion |

*does anyone want to share?



goal for today: evaluation minimum

- define goals and causal links
- clarify your purpose

#2: clarify the purpose of the evaluation

Evaluation question
What did we do, who did we reach, and was the intervention delivered as intended?
Did the expected outcome happen - and to what extent?
How and why did the change happen?
Did our intervention make a difference beyond what would have happened anyway?

#2: clarify the purpose of the evaluation

Evaluation question	What it tells us
What did we do, who did we reach, and was the intervention delivered as intended?	Implementation and reach (what actually happened in the "field")
Did the expected outcome happen - and to what extent?	Outcome change (whether the change you expected actually occurred)
How and why did the change happen?	Mechanism of change (whether your Theory of Change seems to work as expected and why)
Did our intervention make a difference beyond what would have happened anyway?	Causal effect / attribution (whether the observed change can reasonably be linked to your intervention)

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*More: UK Government Magenta Book

activity: ask an evaluation question about your causal chain |

Think of a question you would be interested in answering. Share it with the person on your left and discuss it. Write it down and identify which category it falls into.

- ☐ **Implementation and reach**
  (what actually happened in the "field")
- ☐ **Outcome change**
  (whether the change you expected actually occurred)
- ☐ **Mechanism of change**
  (whether your Theory of Change seems to work as expected and why)
- ☐ **Causal effect / attribution**
  (whether the observed change can reasonably be linked to your intervention)

activity: ask an evaluation question about your causal chain |

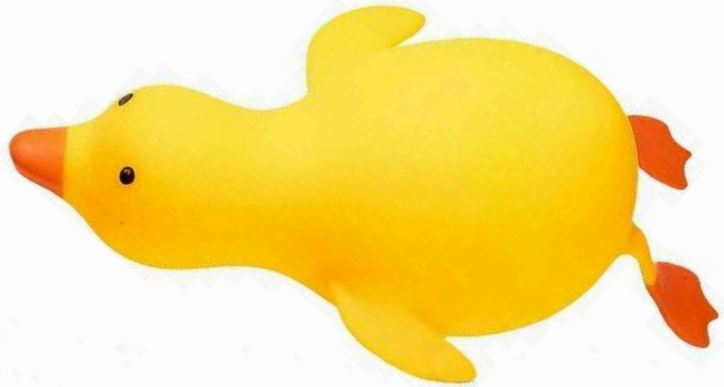
Think of a question you would be interested in answering. Share it with the person on your left and discuss it. Write it down and identify which category it falls into.

Did women from the community become more self-confident?

- [ ] **Implementation and reach**
  (what actually happened in the "field")
- [x] **Outcome change**
  (whether the change you expected actually occurred)
- [ ] **Mechanism of change**
  (whether your Theory of Change seems to work as expected and why)
- [ ] **Causal effect / attribution**
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discussion |

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goal for today: evaluation minimum

- define goals and causal links ✓
- clarify your purpose ✓
- pick proportionate and appropriate method

#3: pick an appropriate and proportionate method

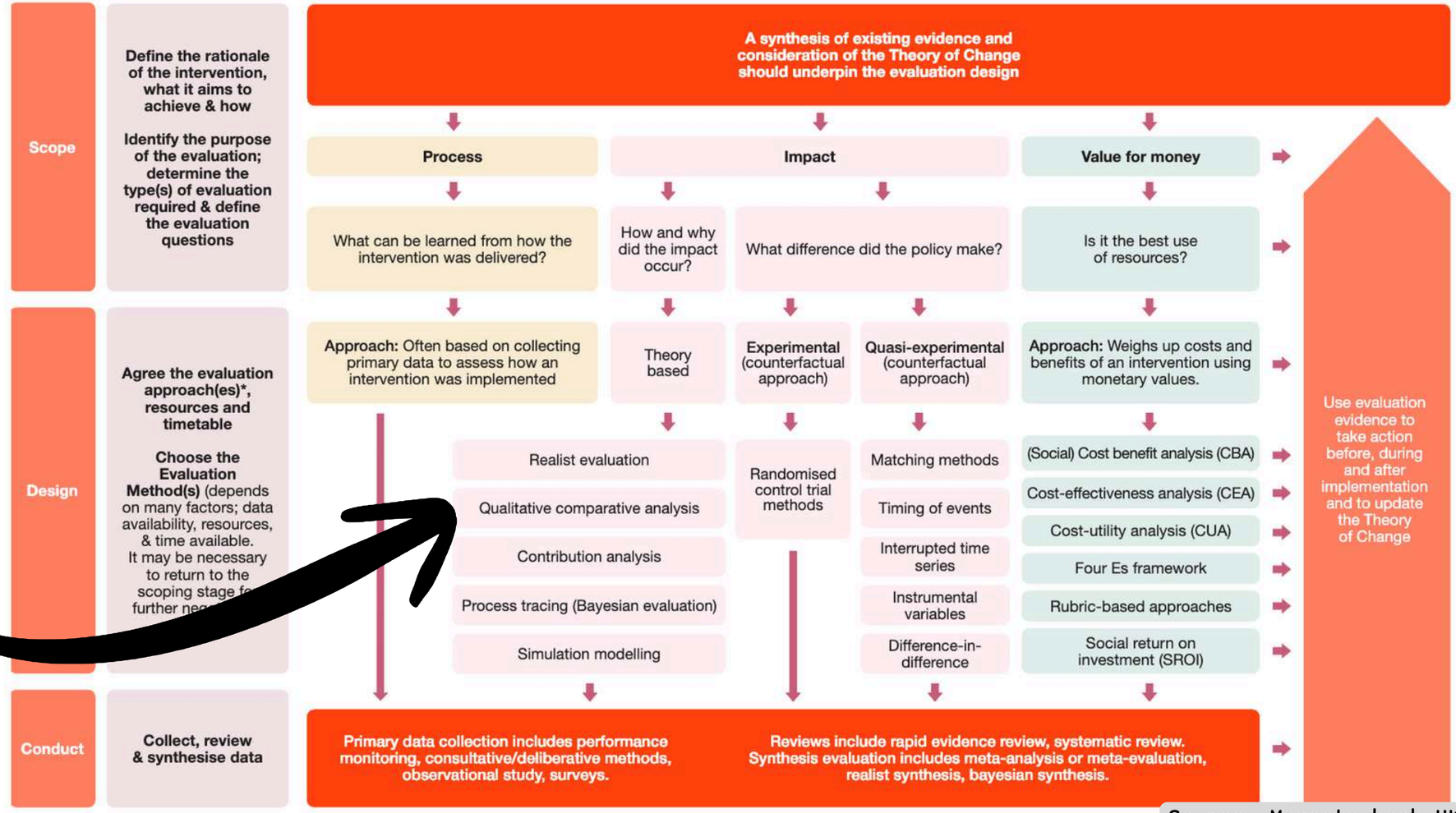
What it tells us	Methods
☐ Implementation and reach	Monitoring / administrative data, attendance, observation, feedback, interviews
☐ Outcome change	Outcome data, e.g. before-and-after surveys, repeated measures, targets or benchmarks
☐ Mechanism of change	Usually a combination of outcome data + qualitative evidence: interviews, focus groups, observation, case studies
☐ Causal effect / attribution	Evidence addressing alternative explanations; for strong attribution, experimental or quasi-experimental comparison; where this is unrealistic, theory-based contribution evidence

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*More: UK Government Magenta Book

#3: pick an appropriate and proportionate method

IT'S THIS ONE!



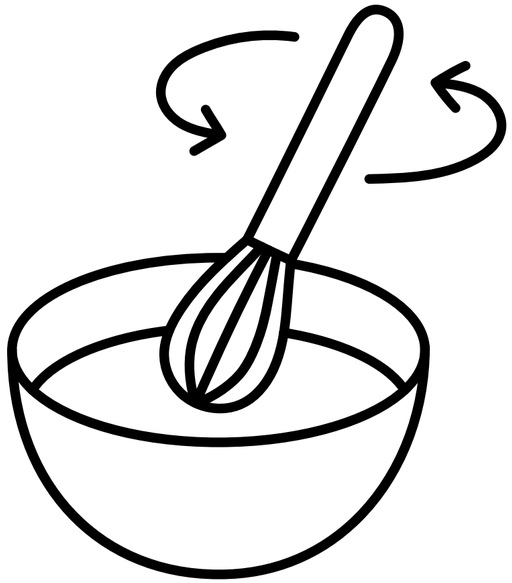
Source: Magenta book UK gov

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#3: pick an appropriate and proportionate method

case studies

project data



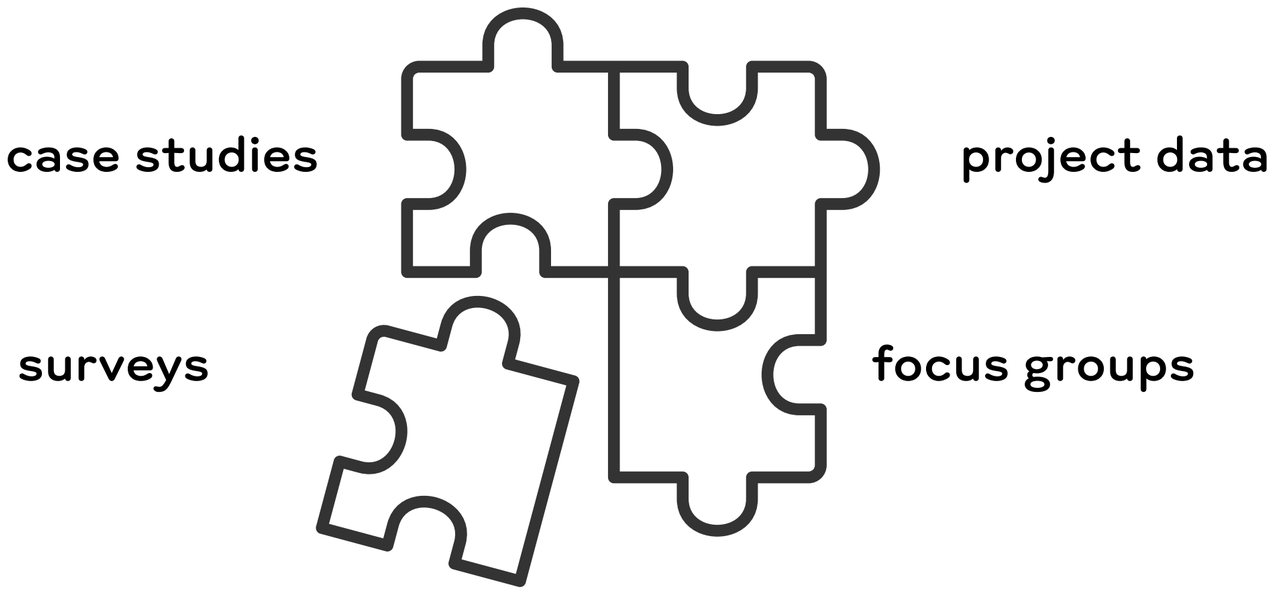
surveys

focus groups

#3: pick an appropriate and proportionate method



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#3: pick an appropriate and proportionate method

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*More: UK Government Magenta Book

activity: build your evidence puzzle

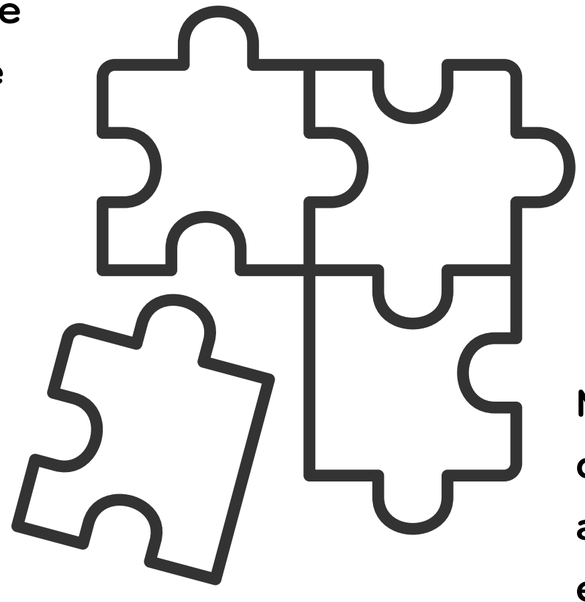
activity: build your evidence puzzle

Observation data

75% of participants spoke more confidently by the end of the programme.

Survey

Average self-confidence scores increased from before to after the programme.



Interviews

Most interviewed women described doing things they had previously avoided, and linked this to feeling more empowered.

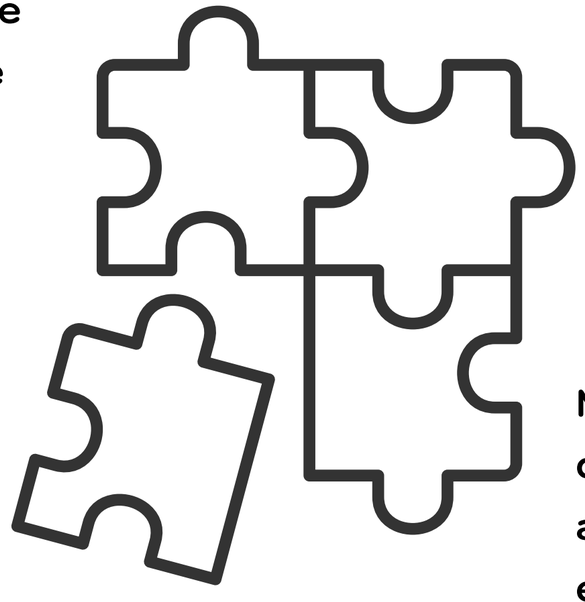
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! REALITY CHECK !
We know much less about women who dropped out

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activity: build your evidence puzzle

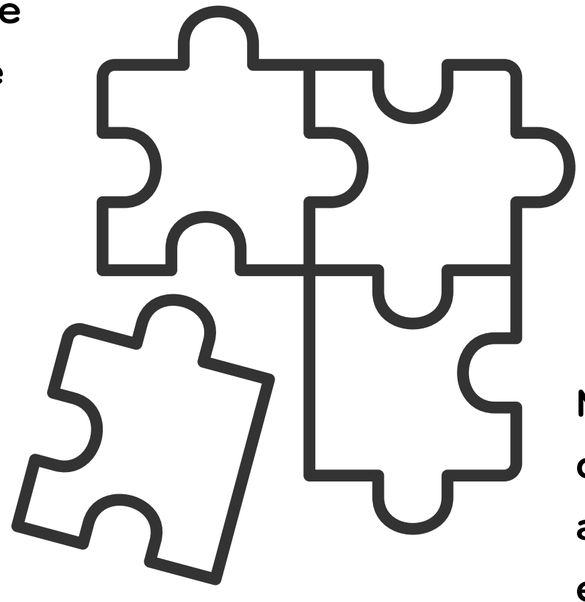
claim + complementary evidence + reasoning + limitations

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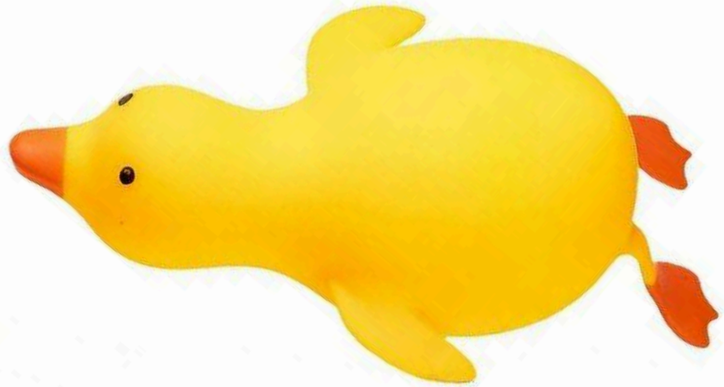
activity: build your evidence puzzle

Take your evaluation question and work in pairs/trios to piece together your evidence puzzle. Challenge each other to identify the limits of your evaluation.

What would we need to observe to answer it?	**What is the most important evidence we are missing?**
Evidence we already have (or could easily add):	**What are the limits?**

discussion |

*does anyone want to share?



goal for today: evaluation minimum

- define goals and causal links ✓
- clarify your purpose ✓
- pick proportionate and appropriate method ✓

main takeaways



main takeaways

✓ You have a foundation

\+ Add the evaluation minimum

! Strengthen your social base with evidence

thank you.

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