

## Exercise #5

### Evaluation: Has Your Project Made a Difference?

Evaluation tells whether your project has accomplished its goal and objectives and whether it has made a difference in the lives of the target audience. Your funder may have specific requirements in regard to evaluation, and you must adhere to those. Regardless of whether or not your funder requires a formal evaluation, you should have an evaluation plan so that you can tell your board and community what has happened as a result of the project.

**Instructions:** As a group, discuss and develop answers to the following questions.

- A. Review each objective. What do you want to measure for:  
(If you wrote SMART objectives, it should be easy to determine what your evaluation should measure ;)
  - a. Objective 1:
  - b. Objective 2:
  - c. Objective 3 (if you have one):
  
- B. What methods will you use to evaluate each objective?  
(Consider surveys, interviews, testing, observation, statistical analysis, observation, and comparison with a control group.)
  - a. Objective 1:
  - b. Objective 2:
  - c. Objective 3:
  
- C. Who will conduct the evaluation?  
(the project director, other staff, an outside consultant, a community partner?)
  - a. Objective 1:
  - b. Objective 2:
  - c. Objective 3:
  
- D. Now fill in section 8 of your Project Planning Worksheet.