



Evaluation Services

Good evaluation is at the heart of any organization that thrives. Organizations need to figure out what's working well and what's not in order to continually improve the delivery of their program.

Lack of good evaluation information is a major problem when groups are faced with strategic decisions – in the ordinary course of budgeting, strategic planning, or during crises.

Yet, many groups do very little formal evaluation and even fewer do controlled experiments as part of their evaluations. In many instances, groups do some evaluation, but the programs evaluated aren't tracked in accounting and/or budgeting, so it's impossible to compare their success on a per dollar basis to the organization's other programs.

While this may seem daunting to some, it's important to remember that **some** systematic evaluation is better than none at all, so organizations should not shy away from taking a good first step.

At **Jonathan Poisner Strategic Consulting**, we have developed several alternative evaluation services:

Basic Workshop: I will conduct a 2-4 hour workshop that introduces staff and key board members to the principles of evaluation in the nonprofit context and help the organization develop a basic plan of action for how to more robustly evaluate its programs using both qualitative and quantitative measurements.

Set up Evaluation Systems: I will work with you to set up a complete system to evaluate your programs, including designing the evaluation system and determining how to collect the qualitative and quantitative data necessary for the evaluation. Ideally, this will take place soon after you complete strategic planning, but it can begin at any time.

Set up and Implement the Evaluation System: I will do everything involved in setting up the evaluation system and I will also take the lead in collecting the evaluation data and reporting the results.

Outside Evaluation: If you have a plan for evaluation, but require an outsider to collect the data and report on the results, I will take the lead role as an outside evaluator. Reasons an outsider may be necessary include: (1) confidentiality in the data collection process, (2) greater credibility in reporting the results to funders, (3) a direct request from a funder for outside evaluation, or (4) lack of staff time.

Financial Management-Evaluation System: If desired, with any of the above projects, I will work with you to align your evaluation systems with your financial management.

Fees for these services will range significantly depending on the size and complexity of your organization and your expectations for my involvement. In general, fees could range to as little as \$500 for a small organization seeking just a short workshop, to as much as \$10,000 for a complex organization seeking a complete reworking of its evaluation systems as they relate to financial management.