
WHY DO AN EVALUATION?¹

Consider evaluation as a tool in the work— as a way to:

- Expand engagement through information sharing
- Demonstrate results and identify challenges and opportunities for further progress
- Provide an Opportunity to reflect on and refine what is being done
- Celebrate and publicize accomplishments and successes

A group may evaluate its work for one or more of the following reasons:

- To document what was done
- To examine how well it was done
- To learn what difference the strategies and activities made
 - in the short term
 - in the long term
- To provide information to help decide what should be done in the future. For example, the results from an evaluation are often used to help a group decide
 - How funds should be distributed among various activities—depending on which ones seem to yield the most benefits or benefit the people you most care about
 - Whether or not the group should change what it is doing, depending on what seems to be working best
 - What kinds of new strategies or activities should be added to those already being done, because they are needed to take results to the next level
- To meet funder, partner, public accountability requirements

¹ The tips in this document were adapted from *We Did It Ourselves: An Evaluation Guide Book*, (pages 2-3; page 173), Sierra Health Foundation, 2000.