

Checklist for Evaluation and Sustainability Planning

1. Needs/Gaps Analysis – identify the problem you’re going to address.
2. Who is your Target Group – identify your target population by relevant demographics information only with 1-2 anecdotes (“heartstrings” to move your audience).
3. Name your project – make it catchy, descriptive and succinct.
4. Identify your goal(s) – big picture of what you’re going to achieve.
5. Identify your objectives – measurable outcomes for various populations: clients, practitioners, funders, public/taxpayer, or partners.
Outcomes change the target in some measurable desirable way.
6. What resources will you need to meet your needs? -- you may want to begin with costs per client; then, develop into program budget.
 - Inputs
 - Outputs
7. Activities you will perform and timetable for accomplishment
8. Follow-up: how will you track progress over time?
How to do it on a shoestring?
9. Evaluation plan and budget
 - ***Target information you will need.***
 - Cost information (7 – 15%)
 - Comparison group
 - Before/After
 - Outcome.
10. How to measure results:
 - Surveys
 - Pre/Post-tests
 - Database/demographics
 - Hands-on Follow-up
 - Internal/external records: by default.