TELLING YOUR PROGRAM'S STORY:
WHO IS YOUR AUDIENCE
&
WHAT DO THEY NEED TO KNOW ABOUT YOUR PROGRAM?

PRIMARY AUDIENCES & KEY ISSUES

Staff and Volunteers

- Internal
- Ongoing
  - Continuous Improvement
  - Monitoring
  - Formative Evaluation
- Key: Create a culture of *Celebrating and Course Correcting*

Donors and Foundations

- External
- Ongoing and Completion
  - May require continuous improvement or formative evaluation
  - Likely require summative evaluation
- Key: Provide data on *Succeeding and Sustaining*

Community

- External
- Needs and Outcomes
- Key: Provide means of *Reaching and Engaging*

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Internal on going monitoring requires an examination of the program goals, activities, participants, barriers and opportunities. Internal monitoring allows programs to not only make adjustments as necessary, but provide staff and volunteers with evidence of successes that foster motivation and engagement.

What are the goals & objectives of our program?
- What do we hope to accomplish?

What resources (inputs) are available to reach those goals and objectives?
- What resources (inputs) are limited and may impact our ability to reach our goals and objectives?

Who benefits from our program?
- What so we need to know about our clients/participants to better serve them with our program?

What is working? What is not working?
- Do we know why somethings are working or not working?

1. What are the goals & objectives of our program?
    a. What do we hope to accomplish?
2. What resources (inputs) are available to reach those goals and objectives?
    a. What resources (inputs) are limited and may impact our ability to reach our goals and objectives?
3. Who benefits from our program?
    a. What do we need to know about our clients/participants to better serve them with our program?
4. What is working? What is not working?
    a. Do we know why somethings are working or not working?

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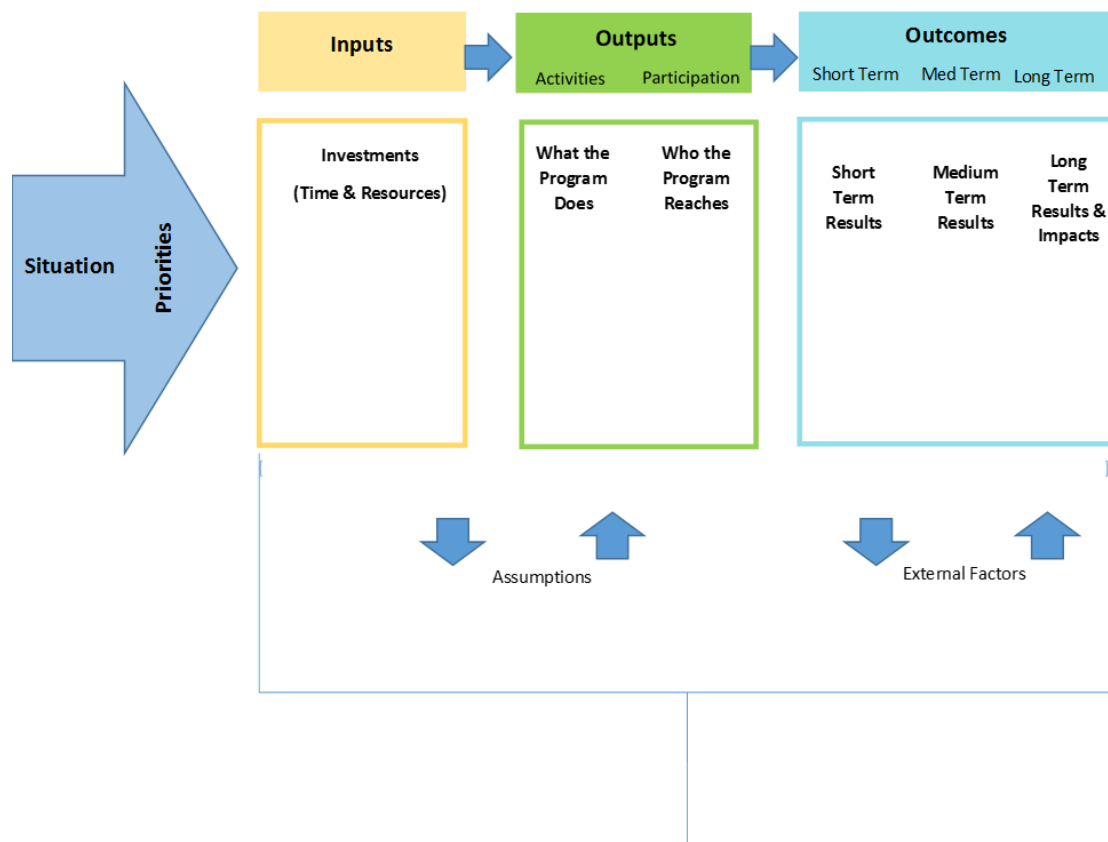www.smileminded.com   330.703.6150

DONORS AND FOUNDATIONS (SUCCEEDING AND SUSTAINING)

While donors and foundations will vary in what they request, there are some patterns in what they seek as they assess their return on investment and consider continued or new investment in your program.

Many donors and foundations require the use of a logic model. There are a number of variations on logic models. Below is one of the more straightforward models:
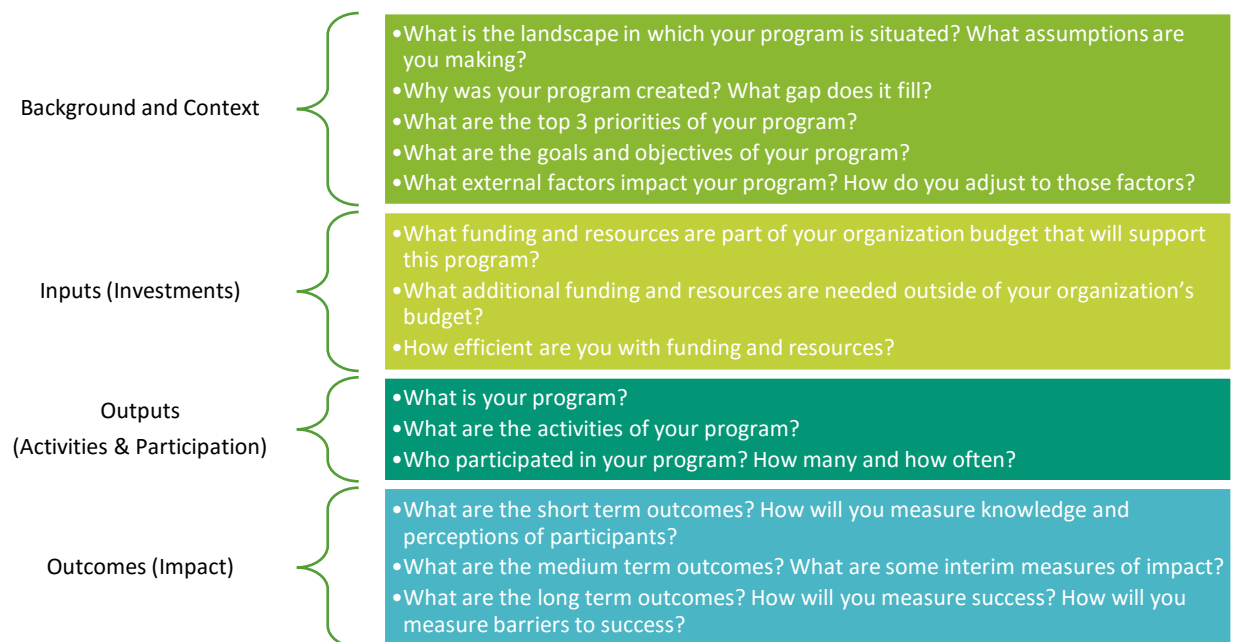
Inputs	Outputs		Outcomes		
	Activities	Participation	Short Term	Med Term	Long Term
Investments (Time & Resources)	What the Program Does	Who the Program Reaches	Short Term Results	Medium Term Results	Long Term Results & Impacts

Situation → Priorities

Assumptions

External Factors

1: Adapted from: http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html

You will recognize some of our Celebrating and Correcting questions are integral to the logic model process. Typically, you will report to your donors and foundations annually or at the completion of the program. This is often referred to as "summative evaluation" in program evaluation jargon. Logic models, while still favored by many funders (donors and foundations) are typically linear and assume that you have one program that does not include significant collaborative partners. Other models such

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as the collective impact model provide alternatives to the traditional logic model.

Background and Context
- What is the landscape in which your program is situated? What assumptions are you making?
- Why was your program created? What gap does it fill?
- What are the top 3 priorities of your program?
- What are the goals and objectives of your program?
- What external factors impact your program? How do you adjust to those factors?

Inputs (Investments)
- What funding and resources are part of your organization budget that will support this program?
- What additional funding and resources are needed outside of your organization's budget?
- How efficient are you with funding and resources?

Outputs (Activities & Participation)
- What is your program?
- What are the activities of your program?
- Who participated in your program? How many and how often?

Outcomes (Impact)
- What are the short term outcomes? How will you measure knowledge and perceptions of participants?
- What are the medium term outcomes? What are some interim measures of impact?
- What are the long term outcomes? How will you measure success? How will you measure barriers to success?

1. Background and Context
   a. What is the landscape in which your program is situated? What assumptions are you making?
   b. Why was your program created? What gap does it fill?
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3. Outputs (Activities & Participation)
   a. What is your program?
   b. What are the activities of your program?
   c. Who participated in your program? How many and how often?
4. Outcomes (Impact)
   a. What are the short term outcomes? How will you measure knowledge and perceptions of participants?
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   c. What are the long term outcomes? How will you measure success? How will you measure barriers to success?

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COMMUNITY (REACHING AND ENGAGING)

Reaching and engaging the community often includes a marketing aspect that benefits from data. While marketing techniques may be informed by program evaluation, they often take a different approach to determining the information and how it is shared. Data that you share about your program may include key statistics that inform the community about need and program impact. It may also include illustrative stories and pictures of participants and clients that help to provide a face to your story. This information may be drawn (in part) from the answers to your questions for other audiences (Staff & Volunteers and Donors & Foundations), but may also stretch beyond those audiences' needs to be tailored for the wider community. Here are a few key questions to ask as you explore how to tell your story to the larger community.
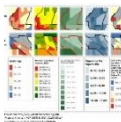

1. What is the niche our program serves?
2. Who participates or is served by our program?
3. How are they served?
4. What stories of participants or clients best illustrate the impact of our program?
5. What are some key impacts of our program?