



Claiming Your Results

Making Evaluation a Core Organizational Practice

Session One: Getting Grounded

Advancing Practice Series

from the Nonprofit Quarterly and Luminare Group



Jara Dean-Coffey



Kelly Hannum



Jeanne Bell



How to Get the Most Out of This Series

- Commit to a process
- Calendar the four sessions and Facebook Live events
- Print each session's handouts in advance
- Engage on social media! #AdvancingPractice



About the Series

- Session 1** **Getting Grounded**
May 23rd
- Session 2** **Organizational Identity & Strategy**
May 30th
- Session 3** **Strengthening Your Inquiry Practice**
June 13th
- Session 4** **Developing Practical Systems**
June 27th

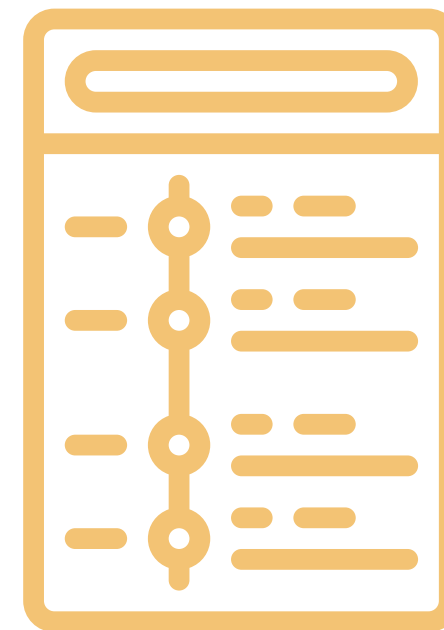


Facebook Live Q&A Sessions on May 23, June 4, and June 18.



Getting Grounded

- History, trends, and context
- The opportunity
- Exploring readiness



Past to Present



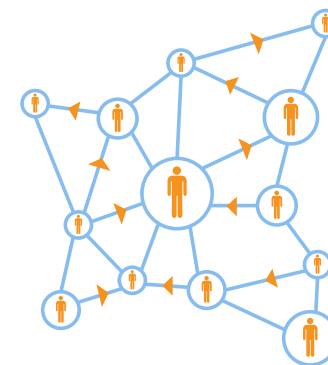
Charity



Doing Good Work



Impact



Networks/
Movements

Key Forces



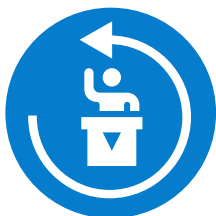
Demographic
Changes



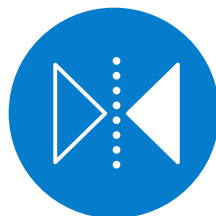
Political
Context



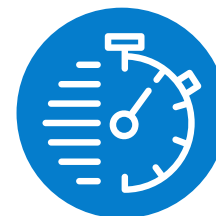
Racial
Equity



Leadership
Changes



Critique &
Reflection

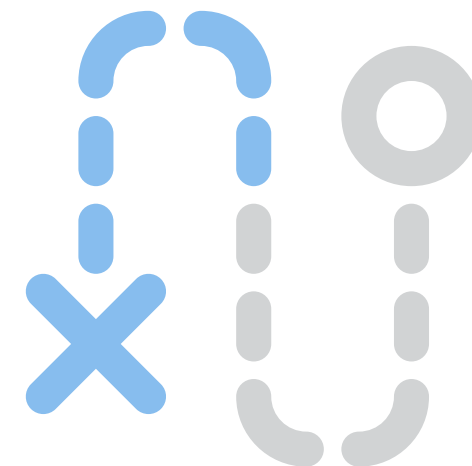


Urgency &
Crisis Response



Where We Are

- Confusion about the roles & purposes of strategy, evaluation, and learning
- Data collection & databases are viewed as evaluative practice
- No specific or reasonable ends in mind
- No transferable knowledge base about what works and why
- Struggle to demonstrate progress





Consequences for Nonprofit Leaders

- Biting off more than the organization can—and should—do
- Underselling our results
- Not playing to our true organizational strengths





Changing the Narrative

Current

Lack of investment in developing an evaluative culture limits the ability of social sector and philanthropic organizations to understand and demonstrate their true effectiveness.

Reframe

Social sector and philanthropic organizations will never be wholly effective until they develop an evaluative culture.



Opportunities of an Evaluative Organization

- Recognize the inherent value of evaluation as a core competence
- Commit resources to build the muscle organization-wide
- Link design and accountability at the onset
- Have conversations about the promises and limitations of your work



Assessing Your Organization's Readiness

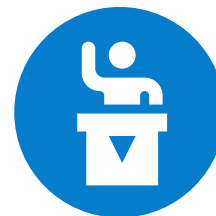
In the Homework Assignment for Session 1, you will explore:



Evaluative
readiness



Evaluative
practice and use



Leadership



Stakeholder
relationships



Next Steps



Complete Evaluation



Join the Live
Q&A



Complete the
Homework Assignment



Thank you!

*We'll see you soon for Session #2.
Don't forget to complete your brief evaluation.*

This document and webinar series was created in partnership with Luminare Group.

Design: Benzamin Yi (benzaminyi.com)

Art: Stream Running Through Barrens by Ruslan Khais (saatchiart.com/ruslan_khais)