

Funding Guide 12

Applying to Funders

TOOL



Evaluation and Monitoring Methods

You might find a well-known method is appropriate, if not, design your own or tweak a well known method to suit you. Look at other organisations and see how they monitor and evaluate. Here are some ideas: **Asking Questions**

Much evaluation is about asking people questions about how the activity has gone and how it affected them. This can be done individually or in groups, oral or written, using interviews, questionnaires, focus groups, quizzes etc.

Observing

An observer watches an activity and records what happens. The observer should not interfere with the activity and must not be biased by their own perceptions.

Keeping Records

Set up your own internal recording system from the start of the project to include project plans; minutes of meetings; weekly/monthly records of activities/outputs, outcome measures, progress, reports to funders.

Expected Outcomes

This will help you judge if in reality the expectations have been met. If expectations have not been met is the project losing its momentum or were the expectations unrealistic at the start?

Feedback

This can be received through evaluation forms; suggestion boxes; board blasting; a feelings tree; graffiti chart. Feedback from informal discussion and question and answer times are also valid and should be recorded for evaluation.

Take up Rate

This is the number of users, enquiries, categorising users into age, gender, geographical area, etc. This form of feedback will highlight not only your users but the gap in people using your facilities.

Communication Audit

Survey the local community to measure their knowledge about the project and your new services.

Follow up Reviews

Choose a random sample of past users asking them to give comment on their experience of the services/facilities your project offered.

Analysis

Once data has been collected it needs to be disseminated, interpreted, analysed and presented. Data should be both quantitative and qualitative.