

GOALS FOR SHARING FINDINGS WORKSHEET



Your goals for sharing evaluation findings will vary based on your program, participants, and community stakeholders. Use this worksheet to set goals for sharing your findings with various audiences.

Not everyone needs to hear or see every finding from your evaluation. Be strategic in messaging your findings in the right way to the right stakeholder. Consider these three goals of sharing findings:

Awareness. The goal is to use findings to raise awareness of your program, celebrate successes, and market the program.

Understanding. The goal is to build buy-in and understanding among stakeholders so they know why you are implementing the program and how you are utilizing resources.

Action. The goal is to show what the program has (or has not yet) achieved and encourage action on the part of stakeholders.

The above goals are not mutually exclusive and vary by the audience/stakeholder. For example, major decision-makers will need all three types of findings to inform their decisions and turn them into action.

Instructions

Determine an audience with whom you should share your findings. Be specific, using names, titles, meetings, etc. as appropriate. Then, determine your goal(s) for sharing findings. Again, be specific. If the goal is awareness, of what do you want them to be aware? If the goal is understanding, what do you want them to understand about your program and its impact? If the goal is action, what do you want them to do? Repeat for each audience with whom you should share findings.

AUDIENCE 1:
GOAL(S) FOR SHARING FINDINGS:

AUDIENCE 2:
GOAL(S) FOR SHARING FINDINGS:

AUDIENCE 3:
GOAL(S) FOR SHARING FINDINGS:

AUDIENCE 4:

GOAL(S) FOR SHARING FINDINGS:

AUDIENCE 5:

GOAL(S) FOR SHARING FINDINGS:

AUDIENCE 6:

GOAL(S) FOR SHARING FINDINGS: