



Excellence in Giving

ORGANIZATIONAL EVALUATIONS

WHEN

are evaluations needed?

1. Big Donation Decision
2. Leadership Transition
3. Strategic or Growth Planning
4. Financial Challenges

WHO

benefits from evaluations?

- Nonprofits get better
- Donors give smarter

	Level 1	Level 2	Level 3	MOST POPULAR	Level 5	
	Level 1	Level 2	Level 3	Level 4	Level 5	
RESEARCH METHODS						
Bullet-Point Analysis	Basic	Intermediate	Detailed	Comprehensive	Comparative	
Data Sources Analyzed	2	8	12	20	35	
Leader Phone Interviews	✓	✓	✓	✓	✓	
2-day in-person HQ Site Visit				✓	✓	
REPORT CONTENT						
Nonprofit Analytics	✓	✓	✓	✓	✓	
SWOT Analysis		✓	✓	✓	✓	
Strategy & Finances	4 bullet points	✓	✓	✓	✓	
Impact	2 bullet points		✓	✓	✓	
Leadership	2 bullet points		✓	✓	✓	
Recommended Improvements			✓	✓	✓	
Fundraising & Impact Metrics				✓	✓	
Communications & Tech				✓	✓	
Peer Comparison					✓	
PROJECT DETAILS						
Length	1 Page	2-3 Pages	5-7 Pages	10-12 Pages	15-20 Pages	25-35 Pages
Time	1-2 Months	2 Months	2-3 Months	3 Months	3-4 Months	5-6 Months
Cost*	\$1,500	\$3,000-\$5,000	\$7,000-\$9,000	\$12,000-\$15,000	\$20,000-\$28,000**	\$35,000+

* Size & complexity of nonprofits affect cost

** International travel expenses plus \$1,000 per day for work done outside USA creates higher Level 4 price range.