

# Impact and Evaluation



Understanding a nonprofit's mission and impact is the first and most important step of the assessment process. For your gift on #GivingTuesday to have the most impact, determine if the organization under consideration has measurable impact and is mission-aligned with your goals. Understanding exactly what impact you can expect from a nonprofit is key to understanding both how you can best help it as well as which metrics and outcomes to consider when evaluating its success. Below, you will complete the three core components of nonprofit assessment: understanding the nonprofit's mission, evaluating its evidence and impact and exploring its evaluation and knowledge management strategies. Answer these questions for the final set of nonprofits you are considering for funding on #GivingTuesday.

## understand the nonprofit's mission

A nonprofit's mission summarizes the organization's intended impact and explains its core activities.

**What is the intended impact of the nonprofit you are considering for funding?**

**What core activities does this nonprofit perform to achieve its intended impact?**



## assess the nonprofit's mission

**How many** people are impacted by this nonprofit's services?

**How deeply** is each person served?

**How much** does this impact cost per person?

Once you have a basic understanding of an organization's mission, you can begin to assess its impact.

## evaluate the nonprofit's impact

What does success look like in the short-, intermediate- and long-term?



What qualitative and quantitative metrics will be used to evaluate organizational success?

How will achieving these goals help the community the organization serves?

How does the organization evaluate its programs and operations? What are its results?

Who does the organization partner with to achieve its impact?

How is this nonprofit different from others doing similar work?



## explore the nonprofit's knowledge management strategies

What has been the organization's greatest setback and learning opportunity?

How is this information shared in and outside of the organization?

## share your learning

How will you share your learning about this nonprofit with other philanthropists on #GivingTuesday? (e.g. email friends and family, post on Facebook, Instagram and Twitter using #GivingTuesday and #LAAF, etc.)

Remember, knowledge management is one of the most important things we can do to improve our philanthropic practice and drive innovation in the field. If we aren't sharing what we do and do not learn from our philanthropy, we will not be able to create anything we can build upon; we'll keep reinventing the social change wheel. By sharing your lessons learned you can encourage others to do the same, influence where others give and collectively strive for more impactful and meaningful philanthropy.