

Evaluation of Good Measure Programming

Deadline for Submission: May 5, 2021, 5:00pm

[**Link to Q&A and Bidders Call Recording**](#)

About Good Measure and Mission Capital

Mission Capital has been serving and building the capacity of the Central Texas Nonprofit community for twenty years. We believe that authentic collaboration between the nonprofit, private, and public sectors leads to transformational community change. Our 2018 strategic planning process sharpened our focus on the systemic barriers faced by Black, Indigenous, People of Color, who are left behind even as our local economy thrives. Our mission is to equip and connect mission-driven leaders, organizations and networks by advancing equity and opportunity through their work.

[Good Measure](#) is a group of philanthropic organizations who work together with their grantees to creatively and strategically use data to make a bigger difference in the lives of more people.

The collaborative was founded in 2015 by a group of Central Texas funders interested in exploring how they could pool resources, commit staff time, and offer a unified voice concerning the importance of using evaluation for learning and continuous improvement. Each funder puts forth a financial commitment to the work of Good Measure, and the group works collectively to set priorities and oversee and portfolio of work annually. Key goals for Good Measure include:

- Invest in non-profit data and evaluation training and resources
- Encourage and equip funders to support grant partners' and the broader nonprofit community's data and evaluation efforts
- Advocate for community data systems and infrastructure
- Collectively build and sustain cultures of data, learning and inquiry to amplify community impact

As part of its formative work, Good Measure developed a set of guiding principles for [funders](#) and [nonprofit data champions](#). Mission Capital has served as the collaborative's "backbone" since its inception in 2015. The Good Measure portfolio of work includes the following key programs:

- **Measuring What Matters** is an innovative, six-month program designed to help organizational teams make progress on a specific data or evaluation-related goal. Measuring What Matters is Good Measure's oldest program. More than 160 individuals have participated in this program across the four years of its offering (2017 – 2020). Many of them have also participated in other Good Measure Programs and other training and technical assistance from Mission Capital.
- Measuring What Matters is paused for 2021 while we evaluate this offering.
- **Partners in Measurement** is a learning series for funders to consider how they can "walk the talk" in supporting grant partners in their use of data for learning and program improvement. Started in 2019 with review of the Guiding Principles for Funders, this series is on its third year and is focusing on funder-driven data & evaluation topics with equity at the center.
- **Data Leaders Academy** is a program designed for nonprofit professionals who want to deepen their understanding of data and evaluation and embed equity throughout the process. Started in 2018, this year

marks the fourth cohort of Data Leaders to go through this program – with some significant changes in logistics and content based on past participant feedback.

- **Data Institute** is an every-other-year conference that brings together stakeholders from across the data & evaluation community to strengthen our Central Texas sector. Data Institute was Good Measure’s first big event starting in 2016 and three conferences have been held to-date.
- **Data and Evaluation Webinars** – Good Measure has contracted with data & evaluation consultants to broadcast webinars for our community. This program is paused in 2021.
- **Coaching** for both funders and non-profit evaluation staff exist through the Good Measure Coaching Circles and coaching is also a core component of the Measuring What Matters and Data Leaders Academy programs.

For more details on Good Measure and its initiatives, visit www.goodmeasuregroup.org.

Request for Proposals: Good Measure Evaluation

This Request for Proposal (RFP) is intended to solicit proposals from individuals experienced in conducting effective, community driven evaluation efforts of collaborative work and programs. The consultant will plan and implement a community driven evaluation of Good Measure programming since its inception, with specific focus on evaluating Measuring What Matters. Previous summaries and feedback will be available to the selected evaluator.

The consultant must propose an evaluation plan that includes the voice of the “clients” of Good Measure (the Central Texas non-profit community) and must employ methods that elevate the voices of the communities that non-profits serve. Links to information on community driven evaluation and results of the Race to Lead work completed by Building Movement Project in partnership with Mission Capital in 2019-2020 are included below. Both are imperative as the Good Measure Steering Committee applies a racial equity lens to all its work. Guiding questions to be considered include:

- To what extent did participation in the Measuring What Matter program have an impact on data & evaluation practices at the organization level?
- How did participation change programmatic practices and impact on those served by an organization? Is this difference observable over the long-term (more than six months after participation)? What factors at the organization level contribute to sustainability?
- Is there an observable difference in the level of engagement (with Good Measure and/or Mission Capital) of organizations who complete Measuring What Matters? What factors determine engagement and is there a dosage effect?
- What opportunities are there to increase equity and inclusion in MWM programming from application through outcomes?

Each bid should include all fees associated with the project. Please submit a proposal for a not-to-exceed amount of \$25,000. The timeframe of this evaluation is projected to be May 2021-September 2021.

April 2021	May 2021	June 2021	July 2021	August 2021	Sept 2021
April 5 Release RFP	May 5 th 5pm Proposals Due	Contract Begins –	July 16 th Mid- project discussion with steering committee	Meeting with steering committee to discuss findings	Final public facing presentation and presentation of actionable findings to be shared online.
April 19 th Deadline for questions	May 17 th -21 st Interviews with finalists				

April 20, 1pm-2pm Bidders Conference Zoom Link	May 24 th steering committee mtg - discuss design and deliverables				
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Deliverables

1. Workplan outlining key methods, activities, and timelines
2. Written findings report and presentation

Evaluation of Proposals (scoring rubric):

In awarding a contract for undertaking this evaluation, Good Measure Steering Committee will evaluate many factors. Criteria will include:

1. The extent to which the application materials address the stated needs. (10 pts)
2. Clearly describes an approach that centers community driven evaluation methods. (15 points)
3. Qualifications and experience of contractor . Clear plan for completing evaluation in a timely manner. (15 pts)
4. Knowledge of the Central Texas Non-Profit Sector (10pts)
5. The integration of community voice into the proposed evaluation efforts. (15 points)
6. Clearly defined metrics that measure effectiveness of current GM programs in alignment with the key evaluation questions outlined above. (10 points)
7. Lived experience with or clear understanding of the effects of structural racism and its impact on evaluation efforts and the nonprofit sector. (10 pts)
8. A plan to assess equity in past programs with actionable recommendations. (15 points)

Proposal Requirements:

In no more than 10 pages (12pt font at least 1.5 spaced) please provide the following:

- a. Rationale for why you would be a good fit to conduct this evaluation as described, information on your background experiences, and capabilities. Knowledge of the Central Texas Non-Profit Community and a clear plan to work with it is imperative. Please attach a resume(not part of page limit), CV, or link to your LinkedIn profile or website.
- b. Scope of work for how you will conduct the required activities – with particular reference to how work will be driven by community voices. Good Measure community is the non-profit community of Central Texas.
- c. Given the outcomes of the Race to Lead Work – how will you measure equity in Good Measure’s prior work and ensure that outcome metrics are equitable?
- d. Please provide 2-3 examples of prior work with a scope similar to this one. Highlight projects that provided actionable recommendations. Please include references from those clients as an attachment with contact info for follow up questions.

Request for Proposal



All bidders should plan to do an interim presentation in August 2021 and complete a report, and presentation suitable to be posted online in Sept 2021. This presentation must include actionable recommendations for the non-profit community. Applicants must submit one electronic copy of all materials (10 page narrative plus attachments of resume and references list by 5:00pm on Friday May 5, 2021 to Goodmeasure@missioncapital.org.

Please note that Mission Capital will not reimburse applicants for any costs they incur in developing their proposals.

Appendix

Race to Lead Report: <https://buildingmovement.org/reports/the-nonprofit-racial-leadership-gap-in-central-texas-a-race-to-lead-brief/>

Information on Community Driven Evaluation: https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_Chapter_7_SHEF.pdf

More information on Good Measure Programs: <https://www.goodmeasuregroup.org/>

Good Measure Funder Guiding Principles: <https://static1.squarespace.com/static/5e46df4e46bb622c10b5b473/t/5e542fc2b2b9400c650fe20e/1582575582089/Guiding+Principles+for+Funders+-+Overview>

Good Measure Data Champion (nonprofit) Guiding Principles: <https://www.goodmeasuregroup.org/data-champion-guiding-principles>