

Insider Knowledge

Did you miss Knowledge Advisory Group's recent webinar or attend and want to learn more? Get ahead with a few tips from this session:

Don't Get Derailed by the Pandemic: Adjusting Your Nonprofit's Program Evaluation Strategy for the Unexpected

1. Collect data now to prepare for a funding slowdown and make a strong case for your organization's value in the next 12-18 months.
2. Be intentional in asking clients how their needs are changing. Be responsive to these needs if they align with your nonprofit's mission. If not, be a resource for your clients by strengthening partnerships with other organizations that support your service population.
3. Many nonprofits have made program design changes in response to the pandemic. Document any changes to your programs (processes, activities, and timelines) now before the memories fade. You'll need this information later to report to funders.
4. If services were interrupted due to the pandemic, but clients have received enough services to expect impact, collect outcome data through remote methods (e.g., phone interviews and electronic surveys) if possible.
5. Compare any outcome data you are able to capture for clients during the pandemic to cohorts from previous years, if available, to show the impact of service interruption.
6. If instability continues, focus on capturing good process measures as outcomes will be difficult to assess under volatile conditions.
7. Begin planning a strategy for reporting to funders that answers key questions at a high level, including the limitations of your data.

