

Figure 10-1. Four Steps for Designing an Evaluation Plan**1. Decide what to evaluate.**

- Determine main purpose(s) of and audience for the evaluation.*
- Identify what questions to ask.*
- Set performance targets if appropriate.*
- Decide from whom evaluation data will be collected and make sure you will have access to them and their information.

2. Determine what information is needed and how to collect it.

- Identify the specific information needed to answer the evaluation questions of the different audiences.
- Select general methodological approaches.*
- Clarify from which populations or source the information will be gathered.
- Select data collection techniques and determine what clearances and permissions will be needed.*
- Establish data collection timeline.

3. Decide how you will analyze and report the data.

- Select appropriate methodologies for analysis and synthesis.
- Determine what reports to produce for which audiences and decision makers.*
- Determine what reports to provide to funding source and when.*
- Lay out data analysis/reporting timeline.

4. Identify resources.

- Determine who will play what roles in performing the evaluation.*
- Identify how much evaluation activities will cost and include this in appropriate places in the proposal budget.*

*Normally emphasized in the evaluation component of a proposal.