

WORKSHEET E: Evaluation

How do you know if your communications plan is reaching the intended audience and having an impact? This worksheet assists you in looking at the communications channels you've used, the intended outcomes, and the measures you could use to determine whether your communications efforts were a success and what tweaks are needed. Questions 4–9 will help you develop an evaluation plan and identify a process for collecting, analyzing, and reporting your communications campaign data.

1. What communications channels have you employed?	
2. What action or behavior change are you expecting to take place as a result of your communication efforts?	
3. What specific measures will provide indicators of the success of your communications efforts? For example: <ul style="list-style-type: none"> • The number of requests you receive for materials or information • The number of attendees at a promoted event • The number of Web visitors (both unique and repeat visitors) • The number of people reached via social media, using Facebook, Twitter, or Instagram analytics • The number of positive news stories or stories promoting your message in local or national media • The number of new volunteers, coalition members, or partner organizations • The number of new sources of funding or increased levels of funding • The number of policies changed or instituted • The number of stakeholders explicitly expressing support for your work • Survey data (pre- and post-) 	
4. How will you collect these data?	
5. How often will you review and/or report on these data?	

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6. How long will you evaluate this effort?	
7. Who will be responsible for the collection of data?	
8. Who will be responsible for reviewing and/or reporting the data?	
9. Who will receive these reports?	