

Nonprofit Measurement, Evaluation, and Learning at a Glance

Clarify your most important goals (intended impact) and how you will achieve them (theory of change)

1 Define outcomes and related metrics that matter most

- Start with what is most important to learn
- Less is more: Select the fewest outcomes based on what you want to learn
- Determine what you can measure in the short, medium, and long term



2 Measure those metrics by collecting quantitative and qualitative data

- Right-size your data collection strategy
- Consider using data, tools, and other resources that already exist
- Digitize and standardize your tools whenever possible

3 Learn and improve based on the data you collect

- Build a dashboard to track the most important outcomes in one place
- Review the data regularly and think about how you will act on it
- Share the right level of detail with key stakeholders so they can act accordingly

Build a culture of measuring to learn

Commit as leaders to buy into using data to inform decisions

Promote the “why?”: Communicate why this work matters at all levels

See measurement’s primary purpose as strategy, rather than compliance