



Global Community Links

**ARE WE MAKING
A DIFFERENCE?**

**A GUIDE TO SHARING YOUR
SUCCESSSES AND DOING
THINGS EVEN BETTER
NEXT TIME!**

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Getting started with Evaluation

If you're involved in a global link, you'll be putting energy and commitment into a cause you really care about. This guide will help you to measure your success and evaluate how things are going. It is an essential resource for completing your Global Community Links grant application form.

Evaluation is all about measuring your activities so that you can record and celebrate your achievements and improve in the future. The most important thing to remember is to plan your evaluation from the very beginning, when you are planning all the other parts of your activity.

Evaluation comes in three simple steps:

1. What do you want to achieve?
2. How will you find out if you've achieved it?
3. How will you record, reflect on and share your achievements?

Are you evaluating already?

If you do any of these things you have already made a start on evaluating your activities:

- you count how many people come to an activity
- you chat to other organisers about how an event went
- you think back to previous activities when planning new ones and consider what to keep the same and what to do differently
- you ask people if they have enjoyed your activities, what they have learned and what they'd like to do in the future

Step One - What do you want to achieve?

You need to know what you want to achieve so that you know when you've been successful. Talk to your group and decide what changes you would like to see and how you can make these changes happen. Try using these three questions:

What change do we want to see?

e.g. More people support an international campaign for every child to have the chance to go to school.

How will we make this happen?

e.g. Tell people about the campaign and ask for their support at an event.

What do we want to achieve?

e.g. 100 people receive information from us, 90 people learn more about access to education around the world, 80 people sign a petition to support education for all.

Step Two - How will you find out if you've achieved it?

You need to gather information to know how you are doing.
To evaluate global learning activities you will need to find out:

What have people learned?

To find out if people have learned something new or have a better understanding of an issue you need to find out:

1. What people know before starting your activity.
2. What people know after completing your activity.

You can compare the two sets of information to see how much people have learned.

What action will people take?

To find out if people's learning has inspired them to take action. You need to find out:

1. What are people going to do now?
 2. What will people do in the future?
- This will show you the short-term and long-term changes you have made.

Quantity and Quality

Whenever and whatever you are evaluating, there are two things you can find out:

How much have you done?

This is the quantity of your work and is known as quantitative data.

- How many people took part?
- How many signatures on a petition?

How well have you done?

This is the quality of your work and is known as qualitative data.

- What do people think of the activity?
- What have people learned?
- What will people do next?

Step Three - How will you record, reflect on and share your achievements?

After completing your evaluation activities you need to bring together all the information you have gathered. Compare the information with what you wanted to achieve to see if you reached your goals.

- Record all the information by creating an evaluation file to collect the successes of all your activities in one place.
- Reflect on your evaluation by talking with other group members to share successes and challenges and plan improvements for future activities.
- Share your evaluation by sending a report to Global Community Links and other funders or supporters.

Don't forget the small stuff!

Don't forget to keep a note of basic information about the success of your activity. It is easy to collect this information, but at a busy event it can be forgotten.

Remember to:

- count up how many people attend an event
- note how many leaflets, flyers or newsletters people take away
- write down any comments people make
- take photos of your activities
- record how many people sign up to receive a newsletter or other information

Ideas to help you evaluate

Here are three different global learning activities with examples of great evaluation in different situations. Remember, the most successful evaluation activities are those that are fun, interesting and a part of everything else that you are doing.



Giving a Talk

Your group has a link with a group of doctors in India. You give a talk to raise awareness of child health problems that they see in their work.

What do you want to achieve?

- 100 people to come to the talk
- 75 people to learn something new about child health
- 75 people to support a campaign for better health care

What have people learned?

What do people know at the beginning?

Welcome people as they arrive with an activity asking "What keeps children healthy?". Have a large outline of a medicine bottle, or of a person, on display and write the responses inside the picture.

What do people know at the end?

Conclude your talk by returning to the question "What keeps children healthy?". Ask people to add to their initial responses, using a different coloured pen. Compare the responses from before and after the talk to see if people's understanding of health issues has changed.

What action will people take?

What are people going to do now?

Have an immediate action for people to take after your talk, such as signing a petition or completing individual campaign cards. Collect in the completed cards and count up how many people have taken action.

What are people going to do in the future?

Keep in touch with the people who come to listen to your talk to see what they do next. They might:

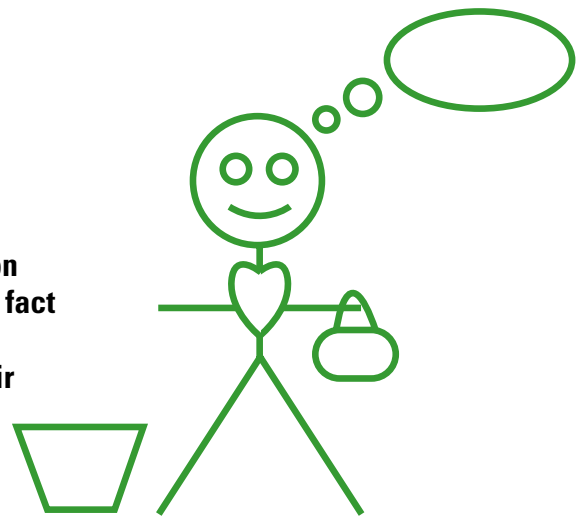
- invite you to talk to them again
- send a donation to support your link
- tell other people about the issue and recommend your talk

Holding an Exhibition

Your group has a link with Ethiopia where access to clean water is a huge problem. You hold a photography exhibition in a local library to raise awareness of this issue.

What do you want to achieve?

- 150 people to look at the exhibition
- 100 people to learn at least 1 new fact about water in Ethiopia
- 75 people to pledge to reduce their personal water usage



What have people learned?

What do people know at the beginning?

You cannot talk personally to each person who visits the exhibition. However, you can gather information from people living in the local area to get an idea of what people know. Do a quick survey amongst friends and colleagues or at another event asking questions such as:

- Which countries have the most limited access to clean water?
- How much water do you use each day?
- Have you ever been without water? If yes, what was it like?

What do people know at the end?

Draw a large outline of a person, similar to the picture above and include it as the final part of your exhibition. Ask people to write:

- how they feel after seeing the exhibition on the person's heart
- what they have learned from the exhibition by the person's head
- something useful they will take away with them in the person's bag
- something not useful in the bin

Have a sign encouraging people to take part and a few pens available. Write a few sample responses to get the ball rolling and encourage others to contribute.

What action will people take?

What are people going to do now?

Invite people to make a water saving pledge. Have a supply of pledge cards, perhaps in the shape of a drop of water, and a display with ideas of pledges people could make.

What are people going to do in the future?

Use the water saving pledge cards to collect people's contact details. A few weeks later get in touch to thank people for making their pledge. Ask them to let you know if they've been able to keep their pledge and invite them to join further activities.

Stall at an Event

You are linked with a small village in Papua New Guinea where many children do not go to school. You have a stand at a summer fair to raise awareness of the number of children around the world who are missing out on an education.

What do you want to achieve?

- 200 people to come and talk to you
- 175 people to learn that 69 million children do not have the chance to go to school
- 150 people to sign up to your newsletter and 10 people to come to your next event

What have people learned?

What do people know at the beginning?

You can have an individual conversation with every person who visits your stand so there are lots of opportunities to find out what people know. Ask people "what was the best thing about school?" to find out what education means to them.



What do people know at the end?

As you talk and share facts with people, ask questions to find out if the information is new to them. Try asking: "Have you heard about this before?", "Did you know that already?", "Is it a surprise to hear that ..." and write down what people say, e.g. "I never knew that!"

What action will people take?

What are people going to do now?

Ask people to sign up to your newsletter to find out more about the issues and keep up to date on your events and activities.



What are people going to do in the future?

Stay in touch with people and note how many do come to other events or continue to be involved in and support your link and how many do not get further involved.

Bringing it all together

- Good activities help to make a good evaluation but to get really useful information, you need people to give honest and detailed answers about the difference an activity has made to them. Here are a few final tips:
- Always be enthusiastic and tell people how important the evaluation is: "It is really important that we know how well we are doing and how we can be even better next time, so please feel free to share all your thoughts and ideas."
- If you are running activities over a longer period of time remember to collect information about how you are doing as you go along. Look at the information regularly to see if you can change or improve your activities.
- Make sure people feel they can give both positive and negative information so you know what you need to improve. You might choose not to ask people to put their name on any evaluation information.
- Make time for evaluation by planning it in from the very beginning and not packing up and rushing to leave as people are completing their evaluation activities.
- Don't forget, evaluation can happen when you least expect it. You might bump into someone who mentions how much they enjoyed an activity you ran or who gives you a great idea to improve your activities. This is evaluation. Don't forget to write it down, share it with others and use it to celebrate your success.

Good luck with your own evaluation activities!

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