

Do's & Don'ts

Quick tips on things you should – and shouldn't – do when organizing an effective evaluation plan.



DO use evaluation to tell the story of your program's successes

DO promote the idea that evaluation is about learning from the experiences of a program

DO identify and involve as many stakeholders as possible

DO incorporate evaluation throughout program development

DO have standards: Your evaluation should be useful, feasible, ethical and accurate

DON'T monitor and evaluate for the sake of it; your efforts should have real purpose behind them

DON'T go down the evaluation road without first having a plan in place

DON'T forget to manage the buy-in process with key stakeholders

DON'T worry if you don't get it right the first time