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