

# Field Impact Assessment Design

## *To What Extent Are You Are Achieving Your Mission?*

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Most nonprofits know how much money they are receiving and spending, to the penny. Most know how many people they employ, to the person. Most keep statistics related to their activities (*outputs*) – like the number of countries they are in, the number of events conducted, the number of students enrolled, or the tons of food delivered.

Not as many keep statistics related to *outcomes* - changes in people's lives as a result of these activities.

### Why do outcomes-based evaluation (OBE)?

As a leader, you know the real mission of your organization is not just to do good activities. The real mission of your organization has to do with changing people's lives – changing their life circumstances, knowledge, skills, opportunities, beliefs, or behavior – to make a better world.

It's easy to measure *outputs*. It's harder to measure *outcomes*. Measuring *outcomes* requires the application of appropriate research methods, to get a viable, accurate understanding of results.

Your donors want to know about results, not just activities. So do you. So does your team, and your partners. Field impact research helps with fundraising, with program improvement, and with strategic planning.

### What Is a *Field Impact Evaluation Plan*?

The deliverable is a 30-page document with:

- + A brief description of the organization.
- + An inventory of its activities and programs.
- + A review of current activity- and field-related statistical practices, with recommendations.
- + A list of people served, with careful definition of desired outcomes.

- + Determination of the most suitable research methods for measurement of outcomes.
- + Concrete plans for the organization to implement, for an extensive, accurate, on-going measurement & evaluation system.

### How do we get one?

The process usually involves agreeing on the project, the client organization sending information to Michael, a two-day workshop with key leaders, interviews with leaders and stakeholders, and a process of analysis, writing, review, and publication.

- + Standard timeframe: four months.

If this sounds interesting, please contact Michael for a no-obligation, initial conversation.

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**Michael Jaffarian** is a consultant to nonprofits, with an emphasis on research. He served as the executive director of a thriving nonprofit in Singapore, has worked as a professional researcher for 30 years, and has written and published 130+ articles and book contributions in the field. Michael helps nonprofits thrive and change the world!

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