Thinking about your impact

**This is a free template created by** [**Reconnections**](thereconnectionsproject.com) **to help you start thinking about how you can best evaluate your impact.** **You can use it internally or submit it to Reconnections and schedule a FREE, no-obligation** [**45-minute consultation**](https://thereconnectionsproject.com/contact) **with** [**Dr. Trent Grassian**](https://thereconnectionsproject.com/trent) **to discuss your next steps.**

*Reconnections includes* [*Reconnections Consultancy*](https://thereconnectionsproject.com/consultancy) *and* [*The Reconnections Project*](https://thereconnectionsproject.com/about)*, both run by Trent. Our mission is to foster unity and joint learning in an increasingly divided word. We support those working for the public good to think critically about their work and the impact they are having. We create and disseminate free online tools, resources, and blogs and do a range of freelance work, including evaluations, research, facilitation, and training.*

# Background

1. **What is the project (or organisation, initiative, etc.) you want to evaluate?**  
   Click or tap here to enter text.
2. **Do you have any specific deadlines you are working toward?**  
   Click or tap here to enter text.
3. **Do you have any sense of a budget / resourcing constraints you need to work within?**

Click or tap here to enter text.

# What do you want to know about your project?

1. **What is the impact you want to be having?**

Click or tap here to enter text.

1. **What is the impact you think you are having?**

Click or tap here to enter text.

1. **Are there any potential negative / unexpected consequences you need to be thinking about?**

Click or tap here to enter text.

1. **Are there specific people / organisations you need to report to? What are their reporting requirements?** *Be as specific as possible, including what they want to know, when, and in what format*.

Click or tap here to enter text.

1. **What do you want / need to know in order to continue learning and developing?**

Click or tap here to enter text.

1. **What data do you already hold about your impact?** *Note that 'data' isn't just numbers and can include: case studies, feedback, surveys, interviews / focus groups, art / mapping projects, and more.**Use this* [***FREE spreadsheet***](https://docs.google.com/spreadsheets/d/1HrcuNpfIPNa-pp1wrpjwLS2OuPwdLwbCgwLh4oD2oMU/edit?usp=sharing) *to track all of your sources of data and what they tell you.*

Click or tap here to enter text.

# What you think you know now

1. **What do you think you already know about the impact you are having?**

Click or tap here to enter text.

1. **What do you know about the demographics and characteristics of your target sample?** This is the people / animals / environment you are targeting through your project (e.g., all dogs in shelters in the UK)

Click or tap here to enter text.

1. For the last two questions (10 and 11): **Why do you think this and how confident are you in the assumptions you are making?**

Click or tap here to enter text.

# Making a plan to evaluate your impact

1. **How long would you expect it to take for the impact(s) to appear? Do you think there is a risk of it fading over time?** If so, how long do you think this might take? Make a timeline to demonstrate how this might look over several weeks / months / years.

Click or tap here to enter text.

1. **What do you still not know that you need to know?**

Click or tap here to enter text.

1. **What are some steps you could take to find this out?**

Click or tap here to enter text.

1. **What would be the biggest barriers in your ability to get high-quality, useful data?**

Click or tap here to enter text.

1. **What internal resources do you have available** (staff hours, funding, tools to collect surveys / analyse data, etc.)?

Click or tap here to enter text.

1. **What external resources do you need to collect this data, analyse it, and report your findings** (consultants, software, secondary data, etc.)?

Click or tap here to enter text.

1. **Looking back at all your answers, make a plan for (a) what data you need to collect; (b) what you need this data to show; (c) how you will get it; and (d) a projected timeline.**

Click or tap here to enter text.