# Communicating the Results

## Introduction

*"If you want to communicate to people why you are important, you need to be able to describe it with numbers and stories"*

*(Quote from a project research participant)*

Welcome to our "**Communicating the Results**" module! This module is one of eight online modules created as part of the "Developing a Culture of Evaluation" project. This project was conducted through a partnership between Community Literacy of Ontario and Literacy Link South Central.

Our "**Communicating the Results**" module, like all of the modules developed for this project, aims to provide practical, useful information, with a focus on small non-profits with limited budgets and limited staff resources. The modules have been written to meet the needs of the non-profit sector, as identified during online research, key informant interviews and a provincial survey conducted at the outset of our "Developing a Culture of Evaluation" project.

These are the eight online modules available from our project:

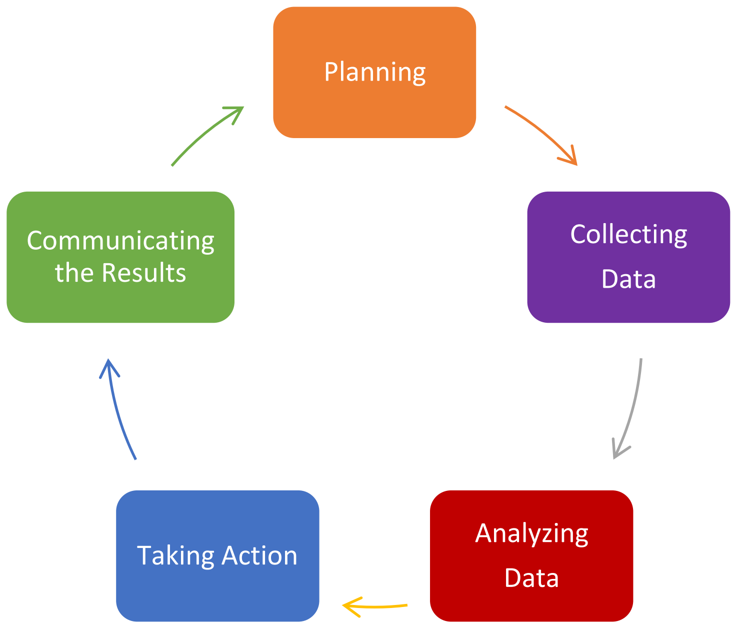
| | |
|---|---|
| 1 | Introduction to Evaluation |
| 2 | Planning for Evaluation |
| 3 | Collecting Data |
| 4 | Analyzing Data |
| 5 | Taking Action |
| 6 | Communicating the Results |
| 7 | Case Study: The Evaluation Cycle in Action |
| 8 | Trends in Evaluation |

We hope that these online modules are helpful to you in the important work that you do!

# Communicating the Results

## Module Overview

So you've planned, collected and analyzed your evaluation data and taken some steps towards implementing your findings. There is one important task that still needs to be done in the evaluation cycle: strategically communicating your evaluation results.




Our "**Communicating the Results**" module has been created to share effective and impactful ways to communicate your evaluation findings to a variety of stakeholders. The following topics are covered in this module:

- The Importance of Communicating Your Evaluation Results
- The What, Why, Who and How of Communicating Your Results
- Tips for Effective Communication
- Communicating Using Traditional Media
- Communicating Using New Media
- Making Communicating Your Evaluation Results Part of Your Organizational Culture

Module Overview

## The Importance of Communicating Your Results

*"Evaluation explains our work in a way that funders can understand"*

*(Quote from a project research participant)*

Communicating your evaluation results is of critical importance for non-profit organizations. Sharing your evaluation results has many benefits, such as providing your audience with data to demonstrate your successes and your organizational outcomes. It clearly tells your stakeholders how your non-profit organization impacts your community.

In our stakeholder research for the "Developing a Culture of Evaluation" project, participants from Ontario's non-profit organizations told us that they use their evaluation results for a variety of important purposes, including:

- Promoting and profiling organizational success
- Creating impactful marketing material
- Showing positive organizational impact on the community
- Reporting on organizational outcomes to funders to encourage and promote continued funding and support
- Sharing organizational achievements with the Board of Directors, clients, volunteers, staff, funders and others stakeholders
- Demonstrating an understanding of organizational weakness and the desire to continuously improve
- Showing organizational transparency
- Identifying issues
- Increasing credibility with internal and external stakeholders
- Earning community respect
- Contributing to a body of knowledge and learning
- Promoting a culture of lifelong learning for Board members, staff and volunteers

# Communicating the Results

Given the importance of encouraging continued funding support for non-profit organizations, research participants noted that having solid data on the impact of their organization allowed them to write stronger and more successful proposals to government funders, donors and foundations.

While research participants believed in the value of sharing evaluation results, they indicated that they lacked capacity to communicate their findings effectively. Furthermore, participants noted that sometimes they weren't sure whether they were communicating results to the right stakeholders or whether they were communicating in the most effective manner. And lastly, research participants indicated a desire to learn more about new media so that they could communicate in more impactful ways.

In our "**Communicating the Results**" module, we address these needs by:

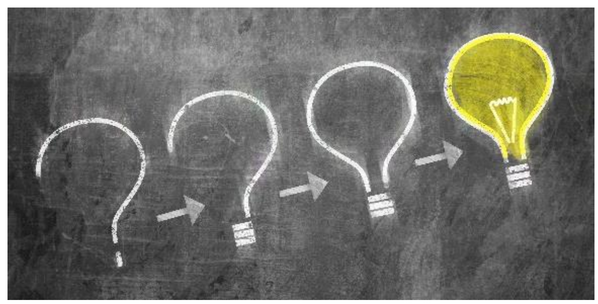
- Highlighting a step-by-step process for figuring out the "what, why, who and how" of communicating evaluation results
- Sharing helpful templates and tools
- Overviewing how traditional and new media can be used to share evaluation results

## The What, Why, Who and How of Communicating Your Evaluation Results

So, you are now ready to showcase your evaluation results! But what should you share? And with whom and how? These are the questions we will help you to figure out in this module.

To help you decide what evaluation results need to be shared with your stakeholders, here are several helpful steps to follow:

1. What evaluation results should you communicate?
2. Why are you sharing these results?
3. Who needs to know?
4. How should you communicate your evaluation results?



### STEP 1: What evaluation results should you communicate?

Deciding what evaluation results need to be shared is an important first step. In communication, less is often more. Though you might choose to prepare a full report on your evaluation, including the plan, process, data collection, data analysis and actions taken, likely, this full report would remain internal to the board and staff (or provided to funders if it was prepared at their request). For a more general audience, often an executive summary of the major findings, an infographic with the data, or brief highlights would be appropriate.

Questions to ask include:

- What are the key findings of our evaluation?
- Of these findings, what needs to be communicated to our stakeholders?
- What needs to change because of the evaluation, what actions did we decide to take because of our evaluation and which of these actions need to be shared with our stakeholders? The true test of an evaluation, after all, is whether change happened, results were used and improvements were made.

## STEP 2: Why are you sharing these results?

The next communication step is to assess why you should (or should not) share your evaluation results. What goals do you have or what needs are you meeting by sharing your findings? Transparency is a noble goal in non-profit organizations and, indeed, many evaluation results should be shared for broad, public consumption. However, some findings might be shared only with a specific group. Still other results might be confidential (reports that are only for the Board of Directors, or human resource evaluations).

There are many positive reasons why you would want to share your evaluation results, starting with shouting your successes out loud! You want people to know you're good at what you do. Share your success rates, share examples of your successes … and also share areas where you need to improve so that your stakeholders know you are committed to ongoing, continuous improvement. In fact, admitting weaknesses and even areas of failure (especially if plans to mitigate them are also shared) can convey that your organization is transparent, credible and authentic. For more on this important topic, see the "Learning from Failure" section of our "Trends in Evaluation" module.

For other great reasons to communicate your results, be sure to refer to the section at the beginning of this module, entitled "*The Importance of Communicating Your Evaluation Results*".

Assessing your purpose for communicating your evaluation results will also help you figure out the final two steps: who should be informed and how you will communicate with them.

# Communicating the Results

The following sample chart shares examples of how you could assess which evaluation results should be communicated and why.

| |
|---|
| Sample Template<br><br>What evaluation results should you communicate and why? |

| What are our key findings? | Does this evaluation result need to be communicated? | Why are we sharing (or not sharing) this result? |
|---|---|---|
| • Our website is our most popular communication tool with all audiences. Our social media presence is valued by our external audience, however, it is less popular with our clients and volunteers. Our newsletter is most popular with volunteers, our board and clients. | • **YES.** The highlights of this finding should be communicated broadly. | • How we communicate is of broad interest to both internal and external stakeholders. |
| • Our Board of Directors does not fully understand our organization's financial situation and they want staff to prepare more readable and user-friendly financial statements. | • **IN PART.** This finding will only be communicated internally to the Board of Directors and staff. | • This is an internal matter to our Board of Directors and staff. |
| • One of our staff members received a highly unsatisfactory performance review and will face disciplinary action. | • **NO.** This finding will only be communicated internally to the Executive Director and Human Resources. | • This is a highly confidential matter with many potential privacy and legal ramifications. |

# Communicating the Results

| What are our key findings? | Does this evaluation result need to be communicated? | Why are we sharing (or not sharing) this result? |
| --- | --- | --- |
| • An evaluation was conducted on a project funded by the Ontario government. | • **YES.** It is critical to share these evaluation results with our funder in particular, and with other key stakeholders as well. | • Government funders need data on outcomes and impacts from projects that they fund in order to justify, within government and externally, that the money they invested was well spent.<br>• As well, solid evaluation data from past projects can be used to make future funding proposals more impactful. |
| • Overall, our volunteers are satisfied with their experience. Volunteers think we do a great job of showing our appreciation for their services. However, they think we need to improve how we train and support them. | • **YES.** This finding should be communicated. In particular, volunteers, the Board of Directors and staff should receive a summary of the results. Highlights of the results could also be shared in our newsletter and/or on our website. | • As an organization that depends on volunteers, we want to be transparent about our volunteer management practices.<br>• We also want volunteers to know that we heard and appreciate their feedback. |

## STEP 3: Who needs to know?

Typically, non-profit organizations have a variety of stakeholders. These could include: clients, your community, board members, volunteers, staff, donors, funders and more. Depending on the topic of your evaluation, you may need to communicate with different stakeholder groups. For example, if you have conducted a small evaluation of your Board of Directors, you might choose to share the results only with them. However, if you conducted a broad evaluation of your entire organization, you might want to share the results with all of your stakeholders.

Reasons to inform your stakeholder groups include:

- Increasing awareness about the evaluation process, the results and the actions being taken.
- Gaining support for organizational changes resulting from the evaluation.
- Showing respect for stakeholder input into the evaluation process. You asked for their opinion, they gave you input and now you are implementing changes.

An important question that you can ask to help you figure out who needs to know is: "Which of our stakeholder groups need to know about this evaluation result and why?"

Listing your key evaluation findings and considering who these results impact is a helpful way to make this task easier. To help with this, we've prepared the following sample tempate.

# Communicating the Results

Sample Template

Who Needs to Know Our Evaluation Results?

| What are our key findings? | Who needs to know? |
|---|---|
| • Overall, our volunteers are satisfied with their experience. Volunteers think we do a great job of showing our appreciation for their services. However, they think we need to improve how we train and support them. | • Volunteers<br>• Staff<br>• Board of Directors |
| • 95% of our clients are "satisfied" or "very satisfied" with the services they receive from our organization. | • Our clients<br>• Our board, staff and volunteers<br>• Our funders<br>• Our partners<br>• Our community<br>• Heck, everyone needs to know this! |

An important benefit of figuring out who needs to know about your evaluation results is that reporting back on your findings shows respect for stakeholder input. It also demonstrates that you are a transparent, responsive organization.


We will get into specific communication strategies and tools later in this module, but informing your stakeholders that you heard their feedback does not have to be onerous. It can be as simple as this sample template we have prepared, called "You Told Us; We Listened".

SAMPLE TEMPLATE

Communicating Evaluation Results: You Told Us; We Listened!

| | |
|---|---|
| **Here is what you told us we were doing right:**<br>• *Our staff are friendly and welcoming* | **So this is what we did:**<br>• *We publicly acknowledged and thanked our staff via social media and in our newsletter.* |
| **You told us you would like to see these improvements:**<br>• *Our website is not user-friendly and it is hard to navigate* | **So this is what we did:**<br>• *We asked a small group of stakeholders to review our website and tell us how to make it more user-friendly.*<br>• *A knowledgeable volunteer offered to make changes. Watch for the launch of our new website next month!* |
| **Here are some bright ideas you told us about:**<br>• *Our office is dark and drab. We received a suggestion to contact the art teacher at the local high school in order to recruit students seeking to obtain their 40 volunteer hours. These students could paint and brighten our office.* | **So this is what we did:**<br>• *We created a contest for high school students to paint a series of murals on our office walls. Students received their volunteer hours, a local business donated prizes, and we now have a bright and beautiful office!* |

# Communicating the Results

## STEP 4: How should you communicate your evaluation results?

Once you've assessed what you want to communicate, why it's important and who needs to know, the next step is to decide HOW you should share your evaluation results.

There are many ways to communicate in today's digital world, including via informal and formal communication methods, and via traditional and new media. There is no one right way to communicate and your strategies will be unique to your organization. They will depend on such factors as financial capacity, staff and volunteer skill sets, time available and stakeholder needs.

Once you've figured out with WHOM you want to communicate, a next step would be to assess what interests and motivates your audience. You must figure out what is the best way to communicate with each relevant stakeholder group. Be sure to always communicate in ways that are meaningful to the stakeholder groups you are trying to reach.

The following sample assessment tool provides a helpful example to support you in figuring out how to communicate your evaluation results, in meaningful ways, to your stakeholders.

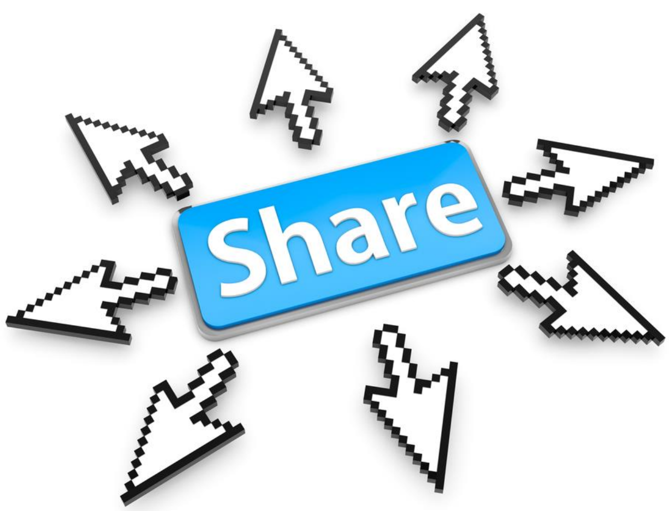
SAMPLE ASSESSMENT TOOL

Assessing how to communicate your evaluation results in ways that matter to your stakeholders

| Stakeholder Group | Sample overview of their interests and motivations | Sample strategies for effectively communicating with this group |
|---|---|---|
| Seniors who volunteer or donate to our cause | • Client success stories<br>• A feeling of belonging<br>• A desire to give back to their community | • Newsletters<br>• Personal phone calls and notes<br>• Newspaper<br>• A few of our seniors use Facebook |
| Youth who volunteer for our organization | • Gaining job experience and references<br>• Contributing to a cause that matters | • Text message<br>• Social media<br>• One-to-one conversations<br>• Email |
| Board members | • Organizational success stories<br>• Contributing to an important mission<br>• Making a difference in their community | • Board meetings<br>• Presentations<br>• Email<br>• Social media<br>• Special events |

# Communicating the Results

| Stakeholder Group | Sample overview of their interests and motivations | Sample strategies for effectively communicating with this group |
|---|---|---|
| Government funders | • Solid proof of the impact made by your organization as a result of their contribution<br>• Receiving credit for the funding they contributed and the resulting outcomes<br>• Assurance that your organization fulfilled all contractual outcomes with them | • Statistics showing the impact of your organization<br>• Proof that you met your contractual outcomes<br>• Sharing your evaluation outcomes publicly (while giving funders due credit), for example, in your newsletter, via social and traditional media, on your website |
| The general public | • Knowing your organization makes a difference in your community<br>• Assurance that your organization is effectively using their tax dollars and donations | • Sharing statistics, organizational outcomes, client testimonials and success stories on your website, via social media and through articles in the local media |



## Tips for Effective Communication

Regardless of HOW you communicate your evaluation results, be sure to follow these tips for impactful communication:

- **Consider your audience.** What are they interested in knowing about your evaluation results? How do they like to receive information? If you aren't sure, ask them, so that you are reaching them in the most effective manner.

- **Be clear and concise.** In communication, less is often more. Plan ahead what your key evaluation messages will be, and share brief and specific information.

- **Share meaningful content.** You do important work. In fact, your organization is a world changer! Let your communications reflect the brave and bold mission, the values, and the activities and impacts of your organization.

- **Use clear language.** Ensure that you communicate in a user-friendly manner. Avoid the use of jargon and acronyms. Aim for a high degree of readability by using clear messaging, plain writing and plenty of white space. Be sure to also consider the reading and language levels of your audience.

- **Proofread!** Carefully review all communications for grammatical errors. People make negative judgments about your organization if they receive information from you that is full of mistakes.

DEVELOPING a CULTURE of EVALUATION

## Communicating Using Traditional Media

In our research for this project, stakeholders from Ontario's non-profit organizations indicated that, overall, they use traditional media and communication tools to share their evaluation results. However, many also noted that they often do not have or make the time to share their evaluation results as actively as they would like.

Non-profits tend to have much experience in using traditional media and have communicated for many years using these methods.

Evaluation results can be shared using a wide variety of traditional communication tools, including:

**Print materials**

- Factsheets
- Newsletters
- Flyers
- Brochures and posters

**Media**

- TV
- Radio stations
- Newspapers
- Press releases

**Digital media**

- Websites
- Email
- E-communiqués

**Reports**

- Evaluation Reports
- Executive Summaries
- Impact Reports
- Reports to the Board of Directors
- Reports to funders
- Annual Reports

**Events**

- Board meetings
- Annual general meetings
- Promotional events in the community
- Social events
- Open houses
- Networking events

## Communicating Using New Media

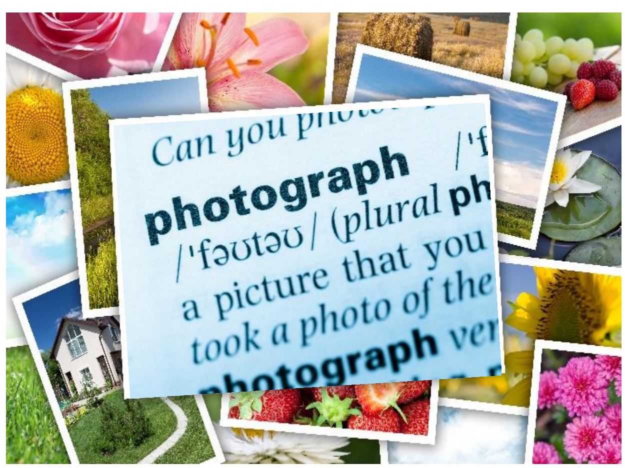
Our research found that many small non-profits in Ontario use traditional media and communication tools to share their evaluation results. However, our research also found that non-profit organizations were deeply interested in learning more about new media, and how they could present their evaluation results in new and perhaps more creative and compelling ways.

New media is constantly evolving; however, in this section we will cover some of the current concepts and strategies, such as:

- A Picture Paints a Thousand Words!
- The Power of Infographics
- The Importance of Video
- The Value of Social Media
- Telling Our Stories
- Outside-the-box Strategies

## A Picture Paints a Thousand Words!

The old saying that "a picture paints a thousand words" is certainly true. Images tend to engage people more readily in the information that your non-profit organization is trying to share.



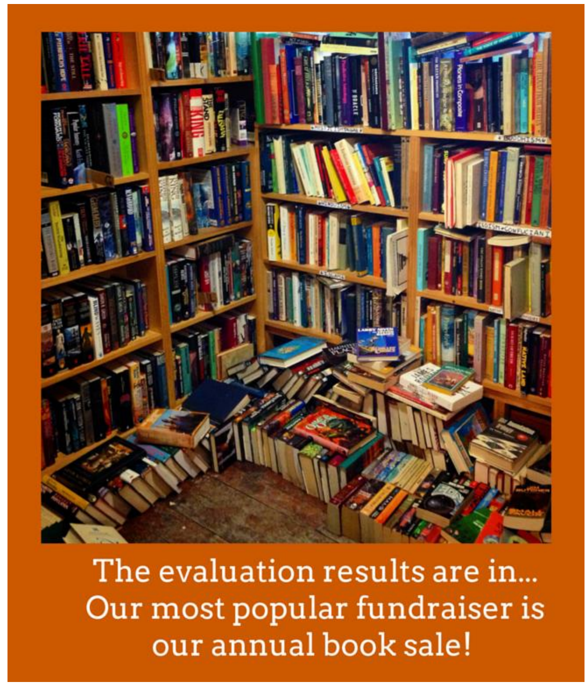

Consider ways that you could include visual images as you share your evaluation results.

Methods include the following.

# Communicating the Results

## Take your own!

Take your own pictures of activities occurring in your organization. This could include pictures of clients, board members, volunteers, special events, etc. (Just be sure to obtain permission to use these images.)




Then, include these pictures in relevant ways as you share your evaluation results.  In this example, Community Literacy of Ontario created this visual image by taking a picture and combining it with an evaluation result.

Perhaps a volunteer or staff member who is interested in photography would take on this role and use their skills to contribute to building an evaluation culture in your organization.

## Create your own!

Create your own graphic images to share your evaluation results. You can create graphic images using free online tools, such as Canva. For example, we easily created this “We Deliver Results” image using Canva.


Bright, concise, impactful images are a great way to share the highlights of your evaluation results and they can be incorporated both in traditional and new media.

## Use quotes!

Quotes are a helpful way to humanize your evaluation story. You can easily create quotes in Microsoft Word for newsletters and other communication tools. Within Word, simply click under "Insert – Text Box" to create an engaging quote, such as the sample we've generated here. Alternatively, use a tool like Canva to create quotes for sharing on social media.

> *"I became a literacy volunteer because I wanted to give to others the gift that had been given to me – the lifelong pleasure of reading."*

## Access stock images

You can also purchase high quality, royalty-free stock images (though they can be very expensive) from companies such as Shutterstock or iClipArt. Though the quality and variety is typically not as high, some companies provide free (or low cost) stock images. For example, MorgueFile offers free stock images. Learn about various services offering free stock images via this blog posting from Hootsuite.

## A word of caution…

When using images, be sure that you are not violating copyright. Pictures on Google Images and other places on the Internet are very often subjected to copyright. If you look carefully, you will often see a copyright mark, or a notice stating that "this image may be subject to copyright". This is why we recommend taking your own pictures and creating your own images and quotes. A good rule of thumb is, if you aren't sure about copyright, don't use the image!

## The Power of Infographics

Presenting your data visually is a powerful way to share your evaluation results, and creating infographics is a great way to do that.

If you aren't exactly sure what an infographic is, Wikipedia notes that "*infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly*".

Consider this Annual Report created by GCF LearnFree. Their entire report is in the form of an infographic and they have captured dry statistics in an engaging manner. Now that's a great way to showcase your data!


Small non-profits may not have experience with creating infographics in-house, or the funds to pay an external contractor to create them. Luckily, there is a variety of free, online tools that are designed to help you create your own infographics. Here are three examples:

- Piktochart
- Easelly
- Infogram

A great way to learn more about infographics is to read this article: "Infographics to make your evaluation results go viral".

## The Importance of Video

You can use video to effectively share your evaluation results in many versatile ways.

Ideas to consider are:

- Record a message from the Board Chairperson, the Executive Director, a client or a volunteer about the results of the evaluation
- Create a video that shares the highlights of your findings
- Record snapshots of the evaluation process: planning meetings, research, actions that were taken, and the celebration at the end of the journey
- Incorporate your videos about the evaluation in a Tweet, in a blog, on your website or in a Facebook post

Here are two examples of how video was used to share evaluation findings:

- In this short and engaging video, let the little green frog tell you all about how the Ashton Animal Hospital listened to survey results and made changes to their organization: "Example Evaluation Report"

- In its video "Georgian Highlights", Georgian College showcases key activities that happened at the college

## The Value of Social Media

Social media is a powerful way for non-profit organizations to communicate their evaluation results. We have bold and important missions, we work with clients and volunteers and get to see lives changed every day, and we play a part in changing the world for the better. Those attributes are golden on social media!


Since social media is, well… social, sharing in this manner is not only about pushing out information concerning your evaluation results to your stakeholders; it is also a way for stakeholders to engage with you.

Whether your organization is only on Twitter or Facebook, or whether you are on multiple social media channels such as Facebook, Twitter, LinkedIn, Instagram or other platforms, be sure to consider HOW you might share your evaluation results.

And, if you are not yet using social media, don't rush in, but be sure to carefully consider which platform would work best for your non-profit organization.

We are pleased to share examples from some of the most popular social media technologies and how they might be used to communicate your evaluation results.

### Blogs

Blogs are a wonderful way to capture your evaluation story and share your results. Blogs are designed to capture text, stories, pictures, videos and graphic images all in one place. Stakeholders can read your blog and interact with the content.

We've found the perfect example of how a blog could be used in evaluation. We are especially fond of this blog because it was created by the Ontario Nonprofit Network (ONN) under the same project funding stream as our "Developing a Culture of Evaluation" project! Here's a posting on ONN's blog, by Andrew Taylor, in September 2015 called "Simple tips for communicating about impact".

## Facebook

Facebook can be used in many ways to share information about your evaluation, including to:

- Let people know about the goals and processes of your evaluation
- Gain stakeholder feedback and buy-in
- Ask questions of your followers about the results
- Share pictures, graphic images, videos and infographics related to your evaluation findings

Here is a great example in which Food Banks Canada shared evaluation results in an impactful manner on their Facebook page:

## Twitter

Twitter is a useful way to communicate with stakeholders. You could use Twitter to:

- Share highlights, images and videos about your evaluation results
- Link with stakeholders involved in your evaluation
- Share your evaluation results directly with your funders or donors
- Engage others in conversations about evaluation using related hashtags
- Participate in TweetChats related to evaluation or non-profit sector issues

## Pinterest

Pinterest is an image sharing website and, as such, can be used to share images related to evaluation. (This could include pictures, graphic images, videos and infographics).

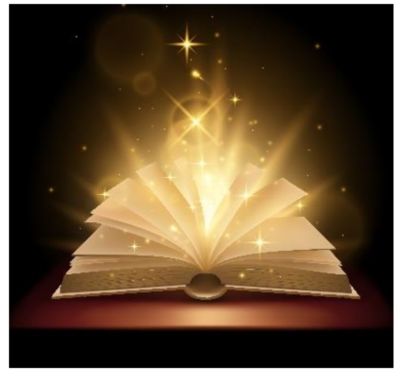
- You could use Pinterest to capture pictures taken during the evaluation process, as you planned, collected and analyzed data, and as you took action. This would give you a permanent visual record of your evaluation. You could then share these photos with stakeholders to engage and inspire them.
- You could share any quotes, pictures or infographics you created to showcase your evaluation results on Pinterest.
- You could also create a Pinboard to collect helpful resources related to evaluation. To get you started, Community Literacy of Ontario has created a Pinboard called "Nonprofit Evaluation".

## Learning More about Social Media

There is a wide interest in learning more about social media and how it can be effectively used in non-profit organizations.

If you are interested in learning more, you are in luck! Community Literacy of Ontario has created some user-friendly and highly regarded training modules called "Social Media Marketing". These modules are freely available online and cover how to set up and use a variety of social media technologies for marketing and other purposes. These modules will also help you assess which social media platforms are likely to be most useful for your organization. With small budgets and limited capacity, it is impossible to do it all. Choose wisely!

## Telling Our Stories

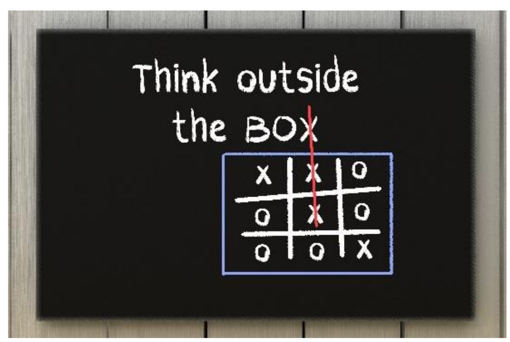


Combining evaluation data with the stories of hardship, triumph, courage and resilience that we hear every day is an extremely powerful way to share the impact of our organizations.

Here are two amazing resources to help you blend your hard data with pictures, infographics, and stories to create an irresistible story for your non-profit organization.

- Volunteer Alberta's "Four Steps To Telling Our Untold, Yet Remarkable, Stories" gives you solid advice about how to write non-profit stories
- Capacity Canada has published an invaluable tool to help non-profits that want to tell their stories more effectively: "Stories Worth Telling: A Guide to Storytelling for Non-profits"

## Outside-the-box Strategies




For those creative souls amongst us, we wanted to share a few alternative communication ideas. These "outside-the-box" ways to share your evaluation results could be used in addition to (not instead of) the communication strategies shared previously.

- Better Evaluation describes "How to use Theatre to Share Your Evaluation Results" and they also tell you all about "Reporting in Pictures"
- Art Reach Toronto overviews a variety of strategies to share your evaluation results in "Creative Approaches to Evaluation". These strategies include creating poetry, memory boxes, collages and a group quilt.
- My-Peer Toolkit's "Creative Evaluation Strategies" links evaluation to photography, role playing, collages, sculpture and other innovative practices.

# Making Communicating Your Evaluation Results Part of Your Organizational Culture

We've shared the "what, why, who and how" of communicating your evaluation results. Now, we want to leave you with some helpful suggestions on how to make communicating your results part of your ongoing organizational culture.


Let's face it, some organizations excel at communication. In fact, they've probably already sent out several Tweets and Facebook posts, and updated their website with key information in the time it took to read this module!

For other non-profit organizations, whether due to staff and volunteer skill set limitations, a lack of capacity, or perhaps even an organizational culture that does not overly value transparency, communicating evaluation results may feel daunting and burdensome.

Take heart and consider using some of these simple strategies to "up your game" and embed communicating your evaluation results into your organizational culture:

- With your staff and volunteers, brainstorm a list of the 10 most important things your organization does.
- Decide on one or two key evaluation results about each of your most important activities.
- Brainstorm how these results could be effectively shared during the next six months, by your staff and volunteer team, based on their skill sets and interests. Use the sample templates and tools, as well as the information and examples provided earlier in this module to figure out the "what, why, who and how" for sharing your evaluation results.
- Talk briefly about your evaluation results at each board and staff meeting. This is a simple way to put evaluation at the forefront of your non-profit to create awareness and to gain ideas, buy-in and engagement on an ongoing basis.
- Make it fun! For example, have a contest within your organization for the best picture or quote about evaluation.

## Conclusion

For small, non-profit organizations, finding the time for effective and strategic communication of evaluation results can be challenging. However, it is of critical importance to the success of your organization. We hope that this module will guide and support you to effectively and strategically communicate your evaluation results and showcase the important work you do!

Be sure to continue the conversation on evaluation in non-profit organizations. Here are some ways to do that:

- During the life of the "Developing a Culture of Evaluation" project (it ends in March 2017), visit our website to join up to our online discussion group, online clinics and/or webinars so that we can continue to learn together.
- Stay connected with the Ontario Nonprofit Network, Imagine Canada and other organizations with an expertise in this topic in order to learn about the latest trends in evaluation and non-profit sector issues.
- Participate in conversations about evaluation. Talk to your fellow non-profit organizations, as well as your volunteers, Board of Directors, funders, donors and community members.
- Share your thoughts with us via our Facebook page or our Twitter account.

*"Many people do tremendous work but don't have time to show it"*

*(Quote from a project research participant)*

## Additional Resources

- Communicating Information to Funders for Support and Accountability. By Community Tool Box.
- Develop Reporting Media. By Better Evaluation.
- Evaluation Tool Kit: Communicate and Improve. By The Pell Institute.
- Simple tips for communicating about impact. By Andrew Taylor for the Ontario Nonprofit Network. September 2015.
- Communicating Evaluation Results. By SAMHSA (The Substance Abuse and Mental Health Services Administration). Updated September 2015.

## Acknowledgements

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