

Building practical evaluation techniques into your project



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At Manomet, we believe people can live and work today in ways that will enable our world to thrive and prosper tomorrow.

Manomet works on four major life-supporting systems: **natural**, **forest**, **food**, and **economic**.



NATURAL



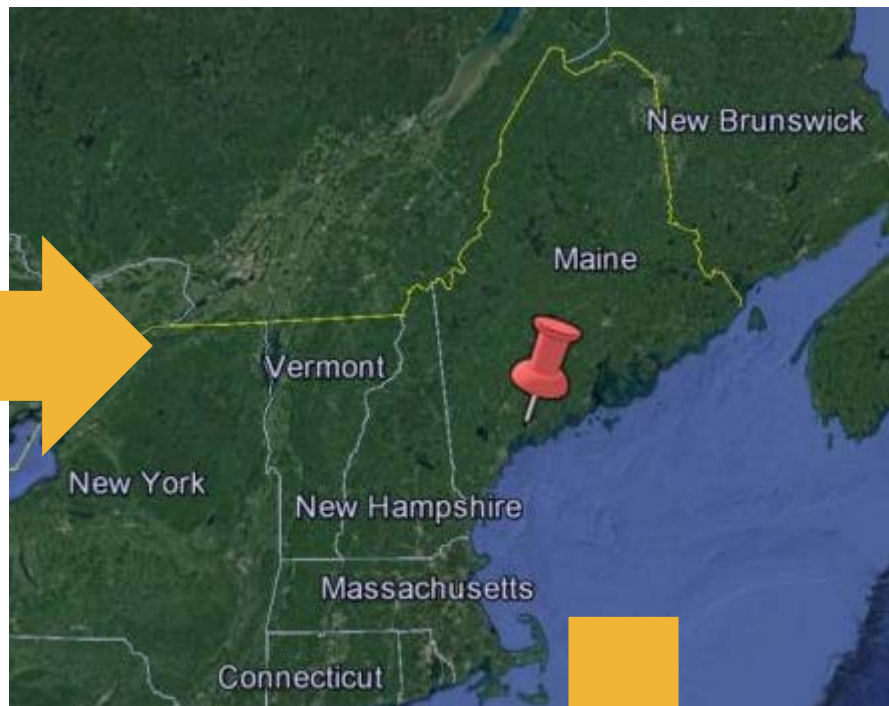
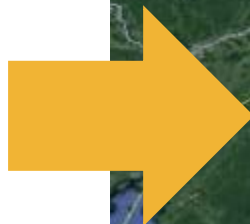
FOREST



FOOD



ECONOMIC



Manomet's Evaluation Framework: 3 Types of Metrics

Engagement

- Are we reaching our audience?

Impact

- Are we achieving meaningful change?

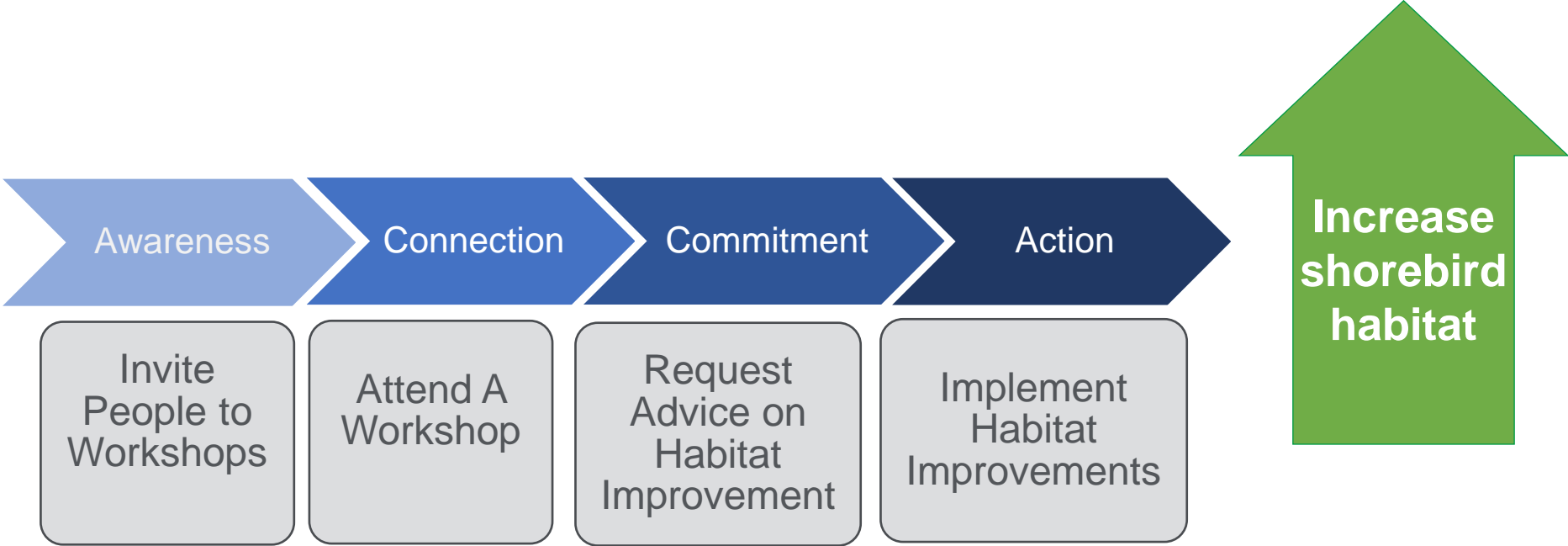
Evaluative

- How are we doing?
- Can we improve?

Engagement to **Impact**: A Stepwise Process



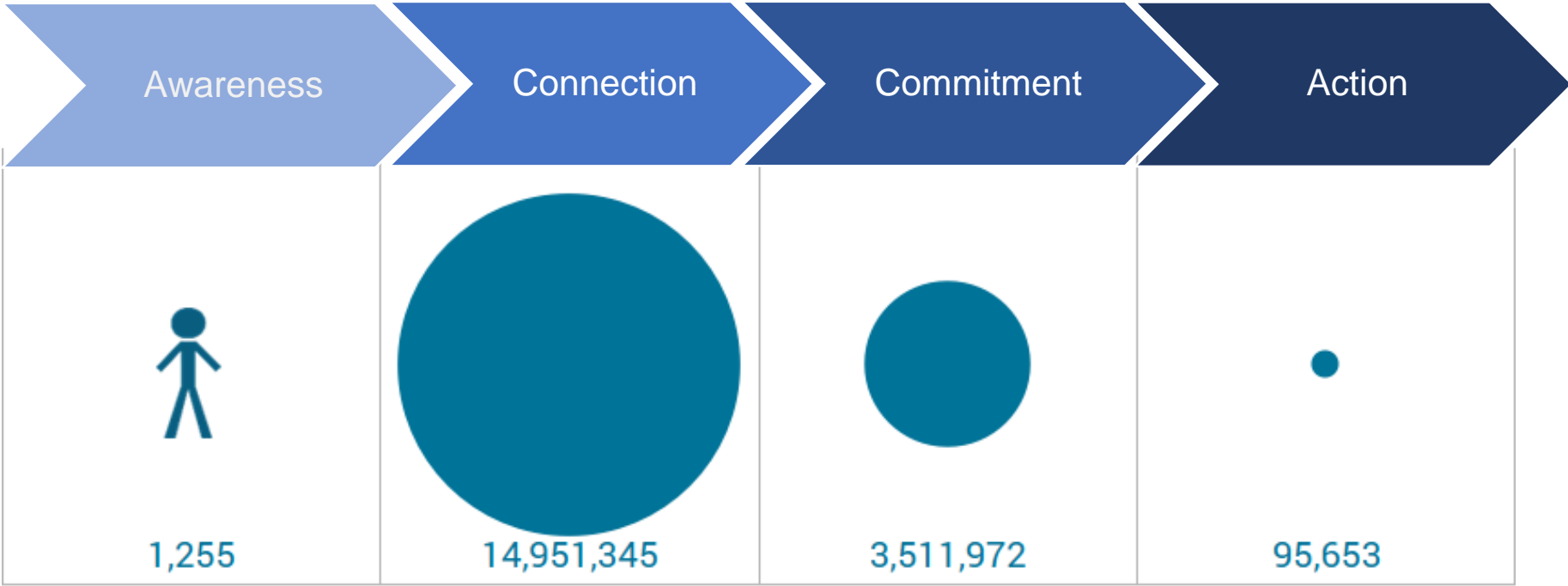
Engagement to **Impact**: A Stepwise Process



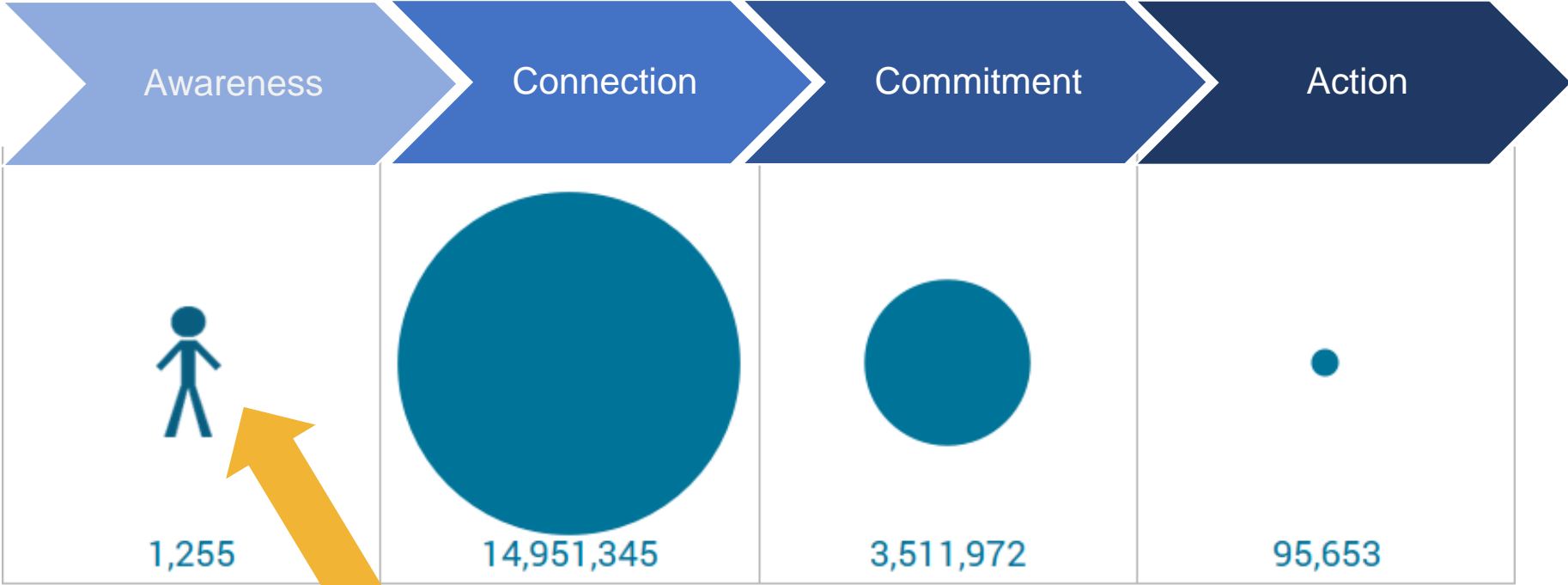
Engagement to **Impact**: Habitats for Shorebirds



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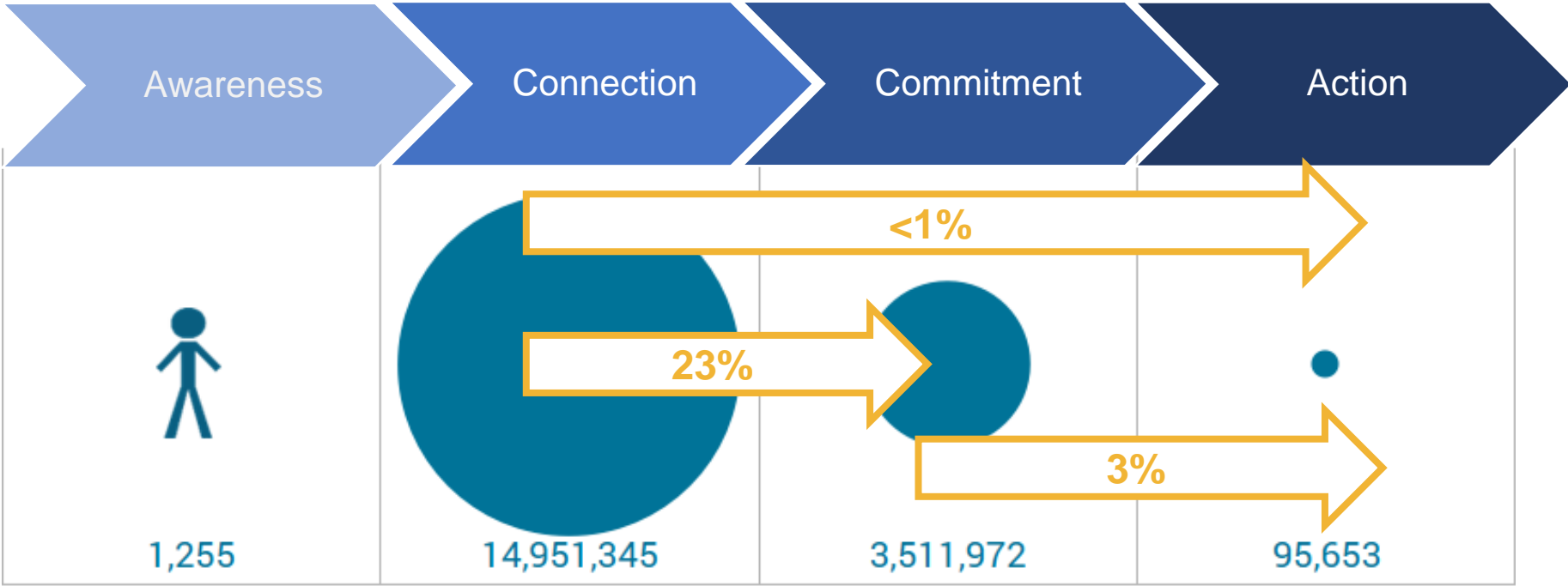


Engagement to Impact: Tips to Remember



**Tip #1: Nothing is perfect
(do your best).**

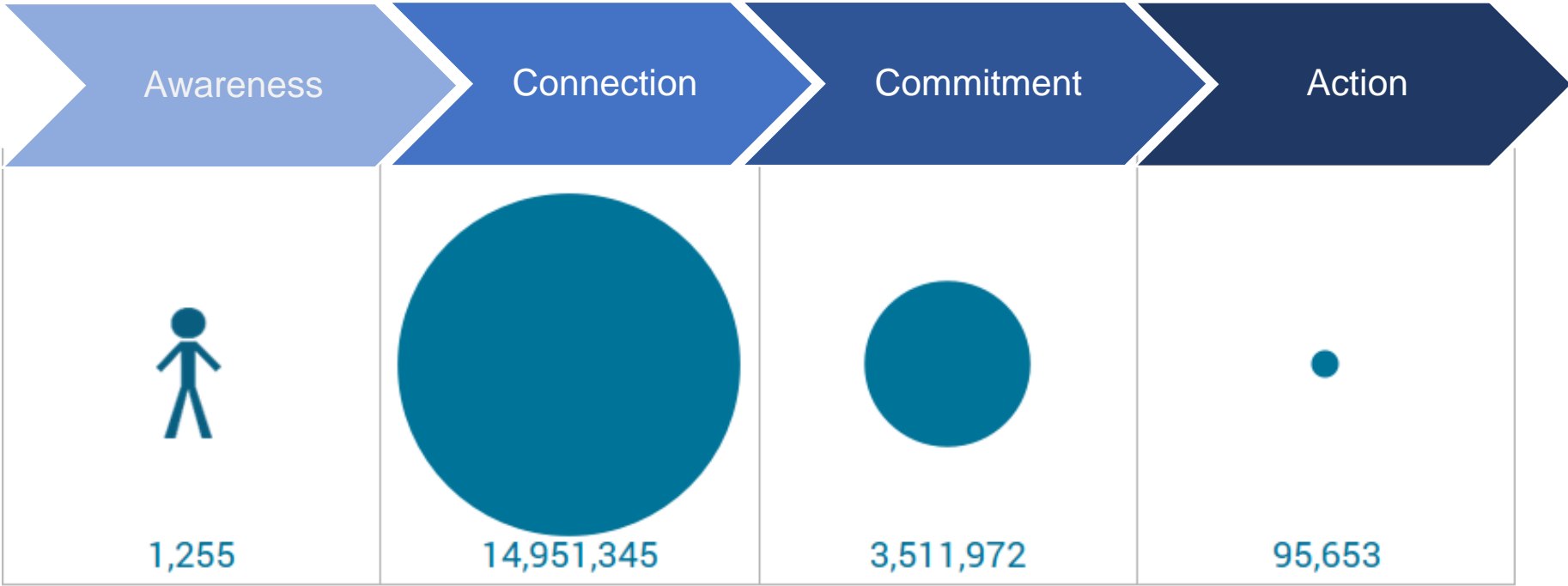
Engagement to **Impact**: Tips to Remember



Tip #2: Not everyone will get to action

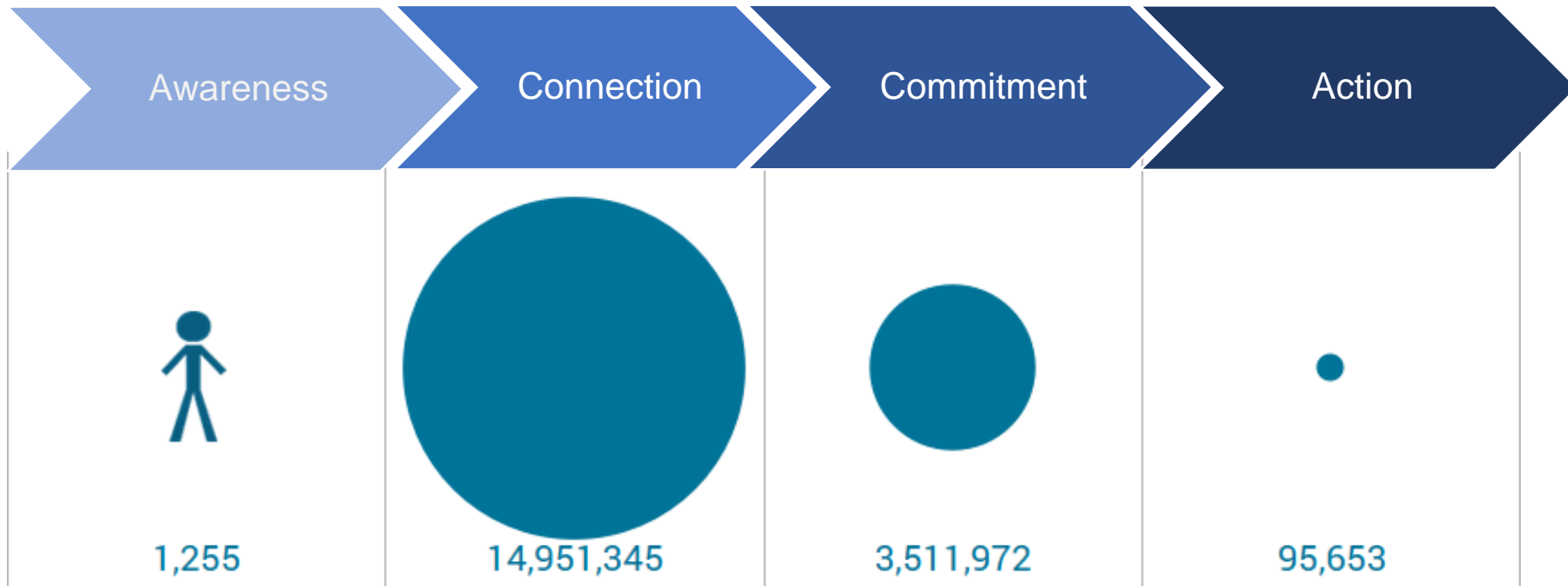
(and that's okay).

Engagement to **Impact**: Tips to Remember



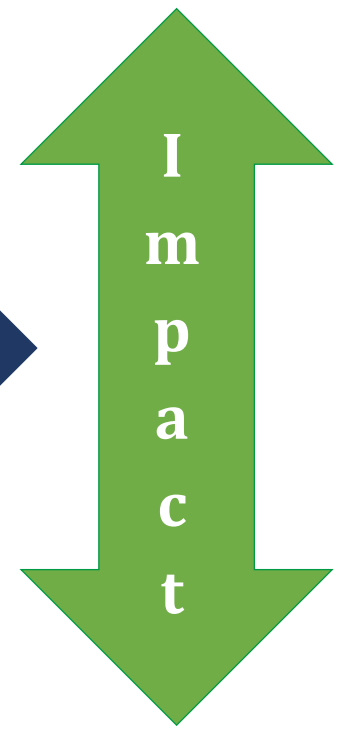
Tip #3: This process takes time (years, sometimes decades).

Engagement to **Impact**: Tips to Remember

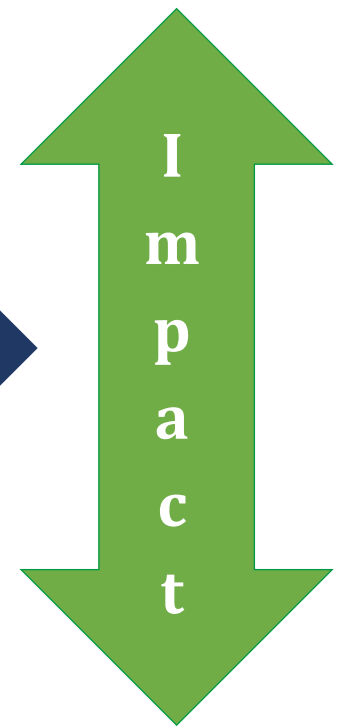


**Tip #4: You don't have to do it alone
(work with partners &
networks).**

How Do You Get Started?



How Do You Get Started?



- Start with your desired **impacts**
- Define what **actions** you want your audience to take
- Think about how your audience gains **awareness** of your project or organization
- Build steps from **awareness** to **action**

Thank you!

Questions?

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