



## INVITATION TO PARTICIPATE: Project Impact – NDANO Beginning in January 2020

Dear NDANO Members:

We hope this year's Nonprofit Leadership Conference and Dr. Steve Patty's presentation were an inspiration to you as you think about **proving and improving your organization's impact through evaluation**.

I want to invite you to consider joining 2020 Project Impact – NDANO during the first half of next year. Led by Dr. Steve Patty and his team, this opportunity is designed to build the capacity of your nonprofit to **design and implement the kind of evaluation that will be clear and convincing** and that will get both quantitative (outside the Heart Triangle) and qualitative (inside the Heart Triangle) data. You will end up not only with the skillset to do evaluation going forward, but you will also have a [compelling report](#) about your impact that we will publish.

Participation details are outlined on the next two pages. **In order for NDANO to offer this opportunity, 10 North Dakota nonprofits must sign up to participate by Sept. 30.** Let me know if you have any questions by calling 701-258-9101 or emailing [office@ndano.org](mailto:office@ndano.org).

Sincerely,

Dana Schaar Jahner  
NDANO Executive Director

### OVERVIEW OF PROJECT IMPACT – NDANO

**Nonprofit Commitment:** \$5,000 Fee Plus a Team of 3-5 Members

**Timeline:** January-June 2020

**Participation Deadline:** Sept. 30

**Sign Up:** [Application Form](#)

## 2020 PROJECT IMPACT – NDANO

### Our Vision

We desire to maximize our impact in the communities we serve.

For this to happen, we need to get better at defining impact, evaluating impact, and improving our programs and strategies based on evaluation. **We need to develop durable habits of effective, meaningful and practical evaluation to help us achieve a deeper and more expansive impact.** Project Impact helps us achieve this vision.

### Our Intended Impact

**Nonprofits have the capacity to prove and to improve their impact.** Participating nonprofits are equipped with the skills, desire and resources to conduct rigorous evaluation.

**Nonprofits embrace evaluation.** Participating nonprofits have a deep commitment to evaluation as a tool for leadership and program development and allocate human and financial resources to support it.

**Nonprofits inquire courageously.** Participating nonprofits seek opportunities to illuminate program strengths and weaknesses in service to deepening their impact.

**Nonprofits amplify their impact.** Participating nonprofits authentically communicate their impact to build stakeholder and community investment.

### Our Approach

Project Impact is designed not only to produce credible findings about impact, but to build durable habits of evaluation within organizations. To accomplish this, participants will

- \* engage in **graduate-level training** in two intensive sessions,
- \* design evaluation framework and strategies with the help of a coach,
- \* conduct interviews and a survey with program participants, and
- \* celebrate and communicate what you discover through an evaluation.

We believe that capacity is developed over time and through iteration. It requires both instruction and practice – training in some of the leading techniques of research accompanied by ongoing applications and practice. The best evaluation strategies are iterative, and so we will design and test strategies, and then return to design further. We recognize the power of partnership, the enrichment of cross-pollination of ideas among like-minded organizations, the durable impact of a learning community, and the potential inspiration for a sector when exemplars are developed and elevated. These are the ingredients that make Project Impact effect lasting change.

*"I saw evaluation before as an evil piece of paperwork. I look at evaluation now as a process to learn more about how to lead more effectively and motivate my staff more meaningfully."*

At the completion of the project, each team will have

- tested evaluation tools for your signature program (or signature area of impact),
- evaluation findings to help you prove and improve your impact,
- an evaluation plan you can use moving forward,
- the ability to design and implement evaluation for other programs and initiatives, and
- shared learning from evaluation with other community members.

**Cost** \$5,000 per program including a team of 3-5

## Timeline

The NDANO organizational teams will meet in person for two full-day sessions at the beginning and at the end of the project at a North Dakota location to be determined. Between sessions, teams will work with a coach on the inquiry phase. Here's how it will look:

### Session 1 INTENTION

What do we mean by impact?  
How can we measure our impact

#### Part 1 – Defining Our Intended Impact

- Discuss guiding premises of learning and impact
- Define our intended impact

#### Part 2 – Indicators of Impact and Principles of Change

- Introduce evaluation methods and models
- Develop indicators of impact
- Develop the principles of change

#### Part 3 – Qualitative and Quantitative Evaluation Design

- Design interview questions
- Learn good interview technique
- Determine our sample (who you'll interview)
- Design survey

### In Between INQUIRY

What are we learning from the data?

#### Interviewing/Surveying – Two Months of Data Collection

- About 1 interview per week for every team member for 8 weeks
- Initial analysis on each interview
- Deploying of survey

### Session 2 IMPLICATION

How can we deepen our impact?

#### Part 4 – Making Meaning of the Data

- Analyze results from qualitative and quantitative data
- Identify themes from the data
- Determine the most significant findings

#### Part 5 – Responses and Communication

- Develop responses to the findings
- Make a plan for how to communicate what we've learned

#### Part 6 – Building Habits of Evaluation

- Create an evaluation plan for the future
- Identify opportunities to engage others

Celebration!