Impact report checklist

Use the following checklist to review the content of your impact report. This is focused on one programme, but you can use a similar structure to report on your organisation’s impact.

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| **Overview** | **Check…** |
|  | * Does it address the questions your readers will want to know?
* Will everyone be able to understand it?
* Are the key points clear?
 |
| **Section** | **Check…** |
| **Title page** | * Name of your organisation
* Name of your project
* Date the report was published
* Period covered by the evaluation
* Report author/name of the evaluator
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| **Glossary**  | * An explanation of any technical words or abbreviations used in the report
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| **Executive Summary**  | * What was evaluated and why
* Key findings
* Lessons learned
* Recommendations
* Maximum 2 pages
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| **Introduction** | **Purpose*** Rationale behind your programme or project - what problem(s) you are addressing and why
* Overall aims, including who you aim to work with
* Existing evidence base
* Context in which you work

**Activities*** What activities or services did you provide - what did the programme or project look like?
* What resources were required (funding, staff/volunteers)?
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| **Methodology** | * Purpose of the evaluation - what you wanted to find out
* Who conducted the evaluation
* How they did it
* Who took part and how they were selected
* Strengths and limitations of this approach
* How you analysed the information
* How much confidence you have in the findings
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| **Evaluation findings** | * Relate findings back to your aims
* Have you addressed the key evaluation question(s) you set out in the methodology?
* To what extent did your involvement contribute to the difference? How can you tell?

**Depending on your aims you might include:*** Users and engagement: number of people who engaged and number who completed the activities
* Feedback: what users (and staff/volunteers if relevant) thought of it
* Outcomes: what difference did it make?
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| **Learning and recommendations** | * What can you conclude from your evaluation findings?
* What worked well and what didn’t go to plan, and why?
* What, if any, changes will you make in future?
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| **Conclusion** | * Did the project or programme meet your aims and objectives?
* What are the wider implications of your findings?
* Did your evaluation approach work, is there anything you would do differently next time?
* Recommendations (for yourself or others)
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