



ORS Impact's Guide to Effective Evaluation Reporting

Which abbreviated visual product is best suited to accompany (or replace) your evaluation report?

AUDIENCE & PURPOSE

Who is your **primary audience** for the evaluation data and/or findings?

Decision Makers

- Funders
- Boards
- Policy makers

Implementers

- Leadership
- Staff
- Grantees

Beneficiaries

- Individuals
- Families
- Communities

Related Orgs

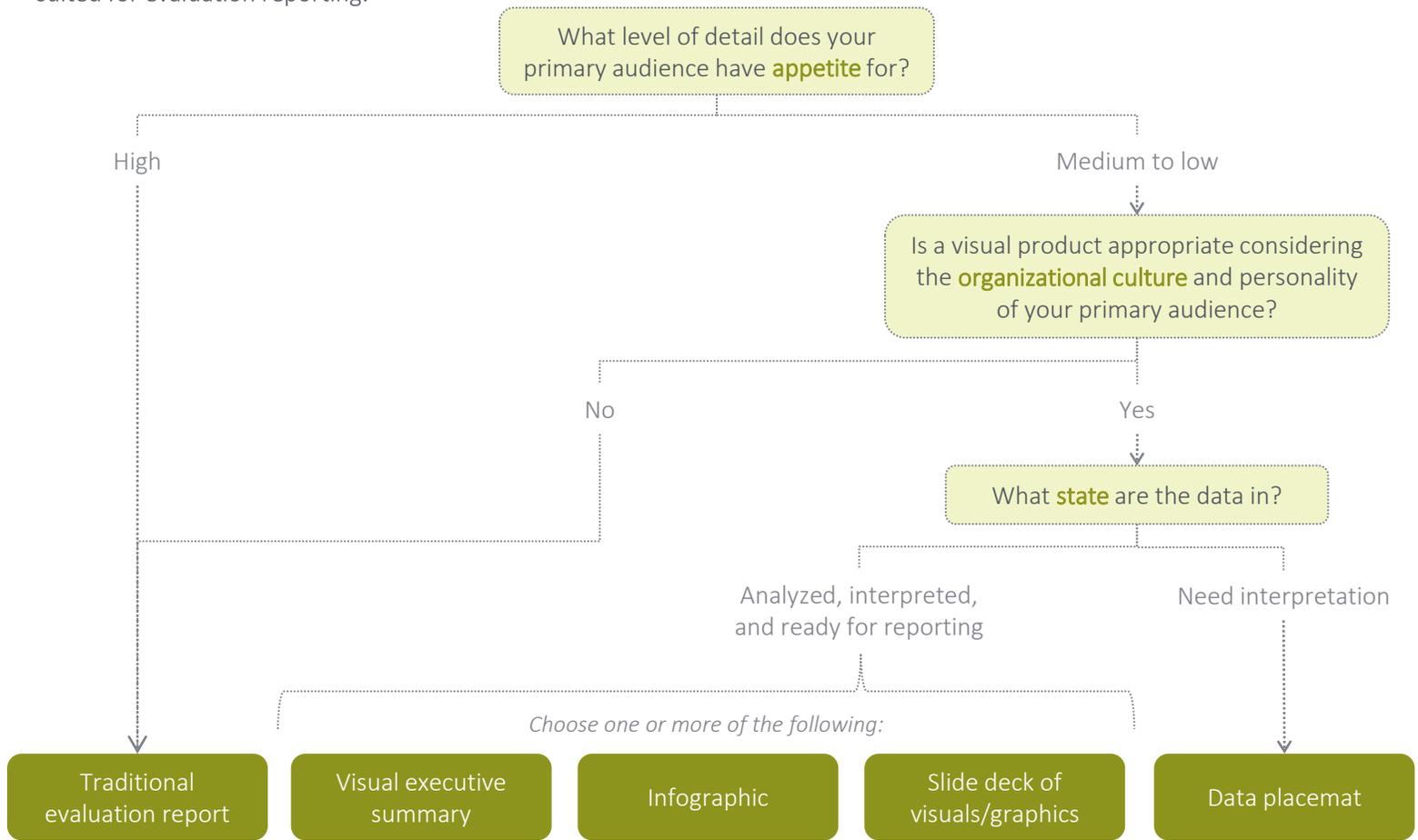
- Partners
- The field

For what **purpose**? (check all that apply)

- Accountability
- Closing the Feedback Loop
- Field Building
- Learning
- Marketing
- Merit and Worth
- Other: _____

CONSIDERATIONS

Given the primary audience and purpose you identified, use the flow chart to help determine which product(s) are best suited for evaluation reporting:



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DESIGN

What does your primary audience need **to know** from this evaluative effort?

Keep the evaluation/reporting purpose in mind!

1

2

3

Which evaluation data and/or findings would enable your primary audience to **make decisions** or to **take action**?

What will it take for them **to digest** the prioritized data and/or findings?

Consider your primary audience's data literacy or ability to interpret graphics.

Refer to resources that outline **design principles**, such as:

- Stephanie Evergreen's Data Visualization Checklist: stephanieevergreen.com/wp-content/uploads/2014/05/DataVizChecklist_May2014.pdf
- Ann K. Emery's Chart Choosing Tool: annkemery.com/essentials/
- The Data Visualization Catalogue: datavizcatalogue.com/

What other ways might you **facilitate learning and promote use** of these evaluation data and/or findings?