Example of Evaluation Report Contents

I. **Title Page** (name of the organization that is being, or has a product/service/program that is being, evaluated; date)

II. **Table of Contents**

III. **Executive Summary** (one-page, concise overview of findings and recommendations)

**Purpose of the Report** (what type of evaluation(s) was conducted, what decisions are being aided by the findings of the evaluation, who is making the decision, etc.)

IV. **Background About Organization and Product/Service/Program** that is being evaluated
   -- a) Organization Description/History
   -- b) Product/Service/Program Description (that is being evaluated)
   -- -- i) Problem Statement (in the case of nonprofits, description of the community need that is being met by the product/service/program)
   -- -- ii) Overall Goal(s) of Product/Service/Program
   -- -- iii) Outcomes (or client/customer impacts) and Performance Measures (that can be measured as indicators toward the outcomes)
   -- -- iv) Activities/Technologies of the Product/Service/Program (general description of how the product/service/program is developed and delivered)
   -- -- v) Staffing (description of the number of personnel and roles in the organization that are relevant to developing and delivering the product/service/program)

V. **Overall Evaluation Goals** (e.g., what questions are being answered by the evaluation)

VI. **Methodology**
   -- a) Types of data/information that were collected
   -- b) How data/information were collected (what instruments were used, etc.)
   -- c) How data/information were analyzed
   -- d) Limitations of the evaluation (e.g., cautions about findings/conclusions and how to use the findings/conclusions, etc.)

VII. **Interpretations and Conclusions** (from analysis of the data/information)

VIII. **Recommendations** (regarding the decisions that must be made about the product/service/program)

IX. **Appendices**: content of the appendices depends on the goals of the evaluation report, e.g.:
   -- a) Instruments used to collect data/information
   -- b) Data, e.g., in tabular format, etc.
   -- c) Testimonials, comments made by users of the product/service/program
   -- d) Case studies of users of the product/service/program
   -- e) Logic model
   -- f) Evaluation plan with specified outcomes, sources to collect data, data collection methods, who will collect data, etc.