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.

---

[*] Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources. Written by Carter McNamara, MBA, PhD, Authenticity Consulting, LLC. Copyright 1997-2007. Adapted from the Field Guide to Nonprofit Program Design, Marketing and Evaluation. Source website:
http://www.managementhelp.org/evaluatn/outcomes.htm#anchor178333 [accessed on 7/23/07] Applies to nonprofits.