



# Why Evaluate



In June 2020, ESS ran 'Why Evaluate?' - a series of 4 COVID-19 web events. We talked about why it's even more important that evaluation is easy and useful in challenging times. Here are some of the key messages we learned from those events.

## Why evaluate? for motivation in tough times

Keeping up with simple evaluation can help motivate us in tough times by:

Connecting staff to the bigger picture of the difference our organisation is making

Helping us adapt our services and get feedback as we go

Helping us think outside the box through using more informal evaluation methods

Allowing us to look at successes in a different way. We need to celebrate and record our little successes more - they will be different from how we normally view them!

Reminding us we are all in this together - we need to check in with each other and share advice about coping in tough times

## Why evaluate? to know we are doing the right things for the right people

Keeping up with simple evaluation in tough times can help us take stock of:

How we've adapted our services to reach existing users

Where we've reached new users who have previously struggled to access our services

Unintended outcomes from our new activities we want to report

What new services we can keep doing, or stop doing, after the crisis

## Why evaluate? to inform our services in the future

Keeping up with simple evaluation in tough times can help us:

Identify changes we made during the crisis that we want to hold onto post-crisis

Strike a balance between our planned outcomes and the difference we are actually making

Think of new ways to reach users we struggled to connect with during the crisis

Make a case to funders and policy makers for future projects to meet need

## Why evaluate? to share learning with others

Keeping up with simple evaluation can help you report to your funders and others about:

Successful changes you've made to adapt your services

New skills your organisation, your team and your services users gained during the crisis

Typical and exceptional case studies that illustrate impact and learning

Challenges or unmet outcomes that still give useful learning for the future

Adapted activities that didn't work - to show where face to face is still needed