

# EVALUATION TEMPLATE

How are your current volunteer efforts going? What can you learn from your current practice that can be improved upon?

The way to answer those questions is through program evaluation, and this template is designed to help you create or enhance an evaluation plan for your organization's volunteer program.

The intent of evaluation is to uncover problems (low rates of volunteer retention; need for additional training), refine programming, and to reward accomplishment. Much like individuals, organizations and programs need to know when they are successful. Without measurements for success and recognized milestones, it's hard to know you are moving on the right track.

You can use this template to gather the preliminary questions and data sources to create your plan. Greater detail on program evaluation can be found in the required reading listed in the assignment instructions.

## Step 1.

Read Chapter 15 of *Volunteer Management, Third Edition*, by Steve McCurley and Rick Lynch in order to get an overview of evaluation.

## Step 2.

Decide who to approach and what to ask them. Select from various groups applicable to your organization to answer the questions in the Program Evaluation Planning Template (listed at the end of this document). Your supervisor or site mentor may be able to assist in identifying who can work with you. You might query multiple representatives from the same group to acquire a full range of data.

The suggested groups include:

- Current volunteers
- Service clients
- Staff who work with volunteers
- Top management
- Volunteer manager

The key questions to ask each group include:

- What would they like to know?
- What's the best approach to gather the data?
- What resources are needed to gather the data?

**Step 3.**

Place your data into the template in an electronic document for sharing purposes. Share the document with your supervisor and others in your organization who work with volunteers. There may be emerging items demonstrated in the data that the organization's staff would like to pursue with further research.

# PROGRAM EVALUATION PLANNING TEMPLATE

## 1. VOLUNTEERS

*What would volunteers like to know about their impact?*

- Example: Hours contributed?
- Example: Benefits to clients?
- Other:
- Other:

*What's the best approach to gather data to answer this question? (Check as many as apply.)*

- Interviews
- Surveys
- Other:
- Other:

*What would it take to gather the data?*

- Resources?
- Time?
- Other:
- Other:

## 2. SERVICE CLIENTS

*What would service clients like to know about the organization's services?*

- Example: How to access?
- Example: Level of benefits?
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*What's the best approach to gather data to answer this question? (Check as many as apply.)*

- Interviews
- Surveys
- Other:
- Other:

*What would it take to gather the data?*

- Resources?
- Time?
- Other:
- Other:

### 3. STAFF WHO WORK WITH VOLUNTEERS

*What would staff who work with volunteers like to know?*

- Example: # of clients served?
- Example: # of volunteers in their area?
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*What's the best approach to gather data to answer this question? (Check as many as apply.)*

- Interviews
- Surveys
- Other:
- Other:

*What would it take to gather the data?*

- Resources?
- Time?
- Other:
- Other:

### 4. TOP MANAGEMENT

*What would top management like to know?*

- Example: Who is using volunteers?
- Example: Value of volunteer time donated?
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*What's the best approach to gather data to answer this question? (Check as many as apply.)*

- Interviews
- Surveys
- Other:
- Other:

*What would it take to gather the data?*

- Resources?
- Time?
- Other:
- Other:

## 5. VOLUNTEER PROGRAM MANAGER

*What would the volunteer program manager(s) want to know?*

- Example: Where are volunteers coming from?
- Example: Rate of volunteer turnover?
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*What's the best approach to gather data to answer this question? (Check as many as apply.)*

- Interviews
- Surveys
- Other:
- Other:

*What would it take to gather the data?*

- Resources?
- Time?
- Other:
- Other:

Adapted from McCurley, S., & Lynch, R. (2011). *Volunteer management: Mobilizing all the resources of the community* (3rd ed., Chapter 15, pp. 265–276). Plattsburgh, NY: InterPub Group.