

Measurement & Evaluation Tool



The Voices
for Economic
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Incubator

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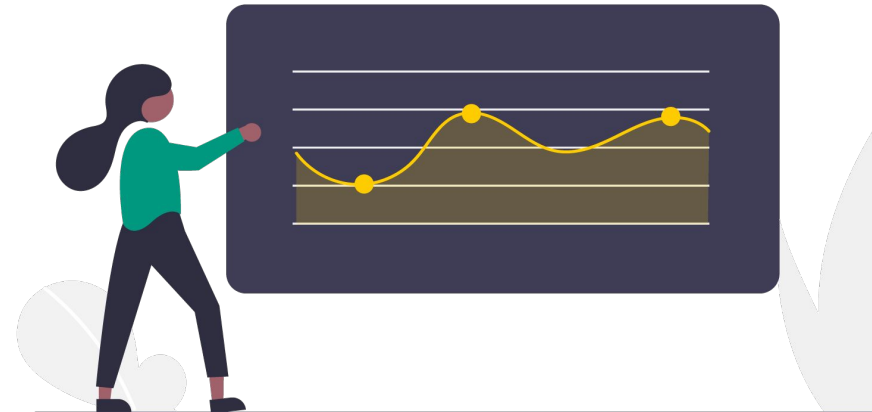


What's a **Measurement & Evaluation** framework?

An M&E framework helps **create a clearer picture of ideal goals and pragmatic objectives**, as well as the internal or external elements that will affect a project's success.

There are many different types of M&E frameworks. The following worksheets explore one that goes deeper on two components of M&E: **outputs and outcomes**.

Having a clear sense of your outputs and outcomes is the first step to developing smart, quantifiable metrics. We define metrics as a system of measurement to track the progress of change by your program or organization.





A framework for measurement:

Inputs	Tactics	Outputs	Outcomes	Goal
<p>The people, materials, and other resources needed to carry out project activities. In other words, what is put into your project.</p>	<p>The interventions of your narrative strategy and the experiences of audiences who engage with them, leading to measurable outputs. In other words, the activities that help you collect data.</p>	<p>Immediate results of your project activities that support your desired outcomes. (i.e. number of emails sent, doors knocked, items donated). In other words, what comes out of your project.</p>	<p>Long-term changes in your target audience's knowledge, perception, attitude, or habits as a result of your project.</p>	<p>Lasting change within the audience and/or impacted community (a lasting shift in perception, policy, behavior, infrastructure) as a result of your project outcomes. In other words, the impact of your project.</p>



Example: **Trying a new recipe** with your family

Let's apply this logic model using a simple scenario that we might find ourselves in: introducing a new dish to your family! Tip: You can typically measure outputs using reach and engagement metrics whereas outcomes and impact are typically measured using persuasion metrics.

Inputs	Tactics	Outputs	Outcomes	Goal
Ingredients and cookware needed to make the dish	Preparing and serving the dish	Your family's positive reaction to the dish	Your children requesting the dish again	The dish becoming a staple in your home



Template for developing metrics

Inputs <i>Project materials</i>	Tactics <i>Activities that provide opportunities for data collection</i>	Outputs <i>Immediate results</i>	Outcomes <i>Long-term change</i>	Goal <i>Lasting impact of your project</i>	Metric <i>Measure for assessing and tracking progress of change</i>	Utility <i>Who will use this data? When and how?</i>



Example: Marriage Equality Campaign

This ACLU [campaign](#) from 2013 aimed to change perceptions on marriage equality and to convince audiences that gay couples are deserving of the freedom to marry in all 50 states. A contest gave couples the chance to win a 'statement' wedding, in which they crossed state lines from their home state, where they couldn't get married, to a neighboring state where they could.





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<p>Youtube launch video</p> <p>Social Media Posts</p> <p>Profile videos of couples that participated</p> <p>Event planning</p> <p>Website, which served as the campaign hub and voting site</p> <p>Staff time, creative materials</p>	<p>Social media campaign to promote the launch videos, couple videos, and campaign content.</p> <p>Live events</p> <p>Voting for couples to win a "statement wedding"</p>	<p>Earned media coverage, including Yahoo, The New York Times, Ebony, and local media across the country</p> <p>400 couples entered the contest and supporters cast 200,000 votes</p> <p>Grew ACLU supporter list by more than 40,000</p>	<p>Empowered same-sex couples from across the country to become powerful spokespeople for marriage equality</p> <p>Young people are more engaged with the issue and become advocates for marriage equality</p>	<p>Momentum to make marriage equality legal nationwide</p>	<p>Votes for couples on the website</p> <p>Social media likes/ comments</p> <p>Video views/ comments</p> <p>Website (visits, returning visitors, and dwell time)</p> <p>Number of members of the ACLU supporter list</p> <p>Event attendance</p> <p>PR impressions</p>	<p>ACLU will use this data to engage new audiences</p> <p>ACLU will use this data to gauge the broad reach and engagement of this campaign and use as a benchmark for other campaigns in the future</p>



A note: **on metrics and project progress**

It's important to periodically review and prioritize your metrics, asking questions like:

- Which metric is **essential to demonstrating the effectiveness or efficiency** of campaign/project work?
- Which metric might surface information that can help me unlock or **uplift other impact opportunities?**
- Which metrics will help me **communicate** campaign/project **successes** & achievements to funders, organizational partners, and the wider field?
- How will my metrics be used across the measurement & evaluation process to **assess both positive and negative impacts?**
- Which metrics **enable comparisons** with similar projects in my organization or sector?