Before sharing evaluation results, it's best to develop a set of strategies that describe how the results will be communicated. These strategies contained within a communications plan should be designed to do the following:

- Address different aspects and techniques for discussing the evaluation results
- Guide the process for successfully sharing the results of the evaluation
- Answer concretely the following six questions:

Who will do the communicating?	A spokesperson (or spokespeople) must be chosen to take the lead on developing a communications plan. This person should be a communications facilitator who can work openly with other members of the evaluation team and program staff to establish the communications plan's goals and objectives. TIP: Some aspects of the evaluation may need to be highlighted more than others, so identify these aspects before choosing a communications facilitator(s) and embarking on the full evaluation. The spokesperson must be able to allocate staff time and resources to communications tasks. They should also: • have the ability to determine what communications needs are necessary for each member of the evaluation team to successfully complete their work • engage the evaluators and others in creating and continually revising communications strategies • possess creative energy to develop new ideas for supporting both the evaluation and communications goals Each member of the program team can also play a part: • Roles can evolve as different aspects of the evaluation results become known and need to be shared with different constituents • Create a plan that is flexible enough to allows these evolving roles
What are the communications goals and objects?	The chosen spokesperson should decide on the goals they hope to achieve with the communications plan. The goals should complement the goals of the evaluation. Potential goals include: • Increasing program awareness among key constituents • Increase the number of program participants • Raising program funds Following this, strategies should be identified that would help to communicate the evaluation results. Potential strategies include: • Announcing the results to interested parties • Motivating stakeholders or other important groups toward change • Educating audiences to understand and use the information shared

	● Supporting decision making to help prospective program users
Who is the target audience(s)?	Consider the different audiences (both internal and external) who will receive the evaluation results and how they will use the information (and how the organization would like for it to be used). Examples of audiences to be aware of include: ● Current and potential funders ● Program staff ● Policymakers ● Key stakeholders ● Current and prospective program participants ● The general public TIP: Knowing the audience, especially if there are multiple audiences, early in the evaluation process is important because it may require making a different communication strategy for each audience.
When and how frequently to plan to communicate?	How often results will be shared can influence the pace of evaluation efforts. There may be a need to communicate interim results before the full evaluation is completed. Identify, as soon as possible, when various constituents may want to review results. Consider: ● Funders may want quarterly or semi-annual results ● Policymakers may see the results just once at the end of the project TIP: Results are shared more often in formative evaluations in contrast to summative evaluations

How to communicate the results?	Make sure the appropriate media, software, or other formats are available to share the evaluation results with targeted constituents.
	● The medium required to communicate will vary based on the audience(s) being targeted in the communications campaign
	● Make sure stakeholders are communicated with in a timely fashion with the appropriate form of communication
	   ○ Funders may need to see written reports or executive summaries of results
	   ○ Program staff may want a verbal or PowerPoint presentation
	Given the various ways results can be communicated, it's critical that members of the evaluation team are comfortable with several communications formats.

What resources are available for communicating?	When and how to communicate results will depend on the availability of staff, funds, and other resources.
	● The spokesperson should take an early inventory of the dollars, staff, and supplies available for communications purposes
	● To save time and resources, look for free or donated resources that might be available, such as services that provide the following:
	    ○ Editing
	    ○ Printing
	    ○ Publishing
	    ○ Disseminating

Sample Communication Plan Table

Target Audience	Goals	Tools	Timetable
Program implementation team	Inform them in real-time about what is working well and what needs to be adjusted quickly during implementation	Monthly meetings and briefing documents	Monthly
Program Stakeholders	Promote program progress	Success stories	Annually
Funding decision makers	Continue and/or enhance program funding	Executive summary; targeted program briefs	Within 90 days of conclusion of funding
Funders and decision makers; agency leads	Continue and/or enhance program funding	Final evaluation report	Within 180 days of conclusion of funding

Disseminating Results

Dissemination is the process of communicating evaluation procedures or lessons learned to relevant audiences in a timely, unbiased, and consistent manner. Regardless of how communications are structured, the goal for dissemination is to achieve full disclosure and impartial reporting.

Planning effective communications requires:

- Advance discussion of the reporting strategy with intended users and other stakeholders.
- Matching the timing, style, tone, message source, vehicle, and format of information products to the audience.

Some methods of getting the information to identified audiences include:

- Mailings
- Websites
- Community forums
- Media (television, radio, newspaper)
- Personal contacts
- Listservs
- Organizational newsletters.

Other Resources for Knowledge Mobilization of Evaluation results:

Knowledge mobilization toolkit:
http://www.youthrex.com/toolkit/wp-content/uploads/2016/03/Knowledge-Mobilization-Planning-Form-1.pdf
Share lessons learned:
http://www.youthrex.com/toolkit/wp-content/uploads/2016/03/Youthrex-share-evaluation-findings.pdf