



When developing an action plan for making use of evaluation findings and sharing results, it’s helpful to consider the following questions with key program stakeholders:

- What are our goals in sharing evaluation findings?
- Who are the stakeholders?
- What are the key messages of the evaluation?
- Who needs to know what?
- How can each audience best be reached?
- What are their information needs?
- How can I best present this information to enhance understanding and use?
- How will you share sensitive or negative results?

Understanding stakeholder needs

WHO	INFORMATION THEY MAY REQUIRE
Funding agency	Are the goals of the organization/program being met?
Board of Directors	What are the strategic objectives for the future?
Staff	What changes will there be in my day-to-day work environment? How will my role change?
Volunteers	What role will we play in the future?
General public	What role will we play in the future?
Families, children and youth	What benefits will the organization have for me in the future?
Partners	What new projects can we launch together?
Municipal government	How can we work together for the benefit of our communities?

Adapted from:

http://www.excellenceforchildand youth.ca/sites/default/files/resource/toolkit_program_evaluation_tools_for_planning_doing_and_using_evaluation.pdf