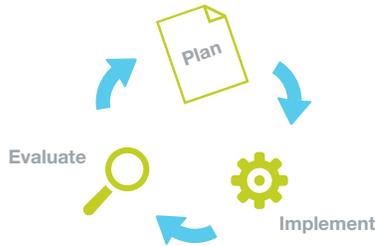


## Evaluation Services for Non-Profits

Moving from Vision to Impact



Stratcom has a unique team of consultants with experience in advocacy and program delivery. We work with North American and European nonprofits to achieve progressive results in environmental protection, human rights, accessibility and diversity, social justice, public services, community engagement and many other areas of public policy.

### EVALUATION SERVICES

You have a solid plan. You have the talent and resources to implement your strategy and the timing is right. You work hard to reach your objectives, and yet... Showing results is not always easy, and even the best campaigns sometimes have trouble quantifying their achievements. Stratcom can help you show your partners, supporters and funders not only that you are getting the job done, but that you've learned the right lessons to ensure even more effective future campaigns or projects.

#### Project Audit

Stratcom is ideally suited to provide one-time or ongoing advice about how to optimize your campaign or project. This service draws on our long experience in many areas of public policy, community engagement, and government

decision-making and will integrate your own assessment of how your campaign needs help. We've done this type of evaluation for Jewish Volunteer Services, Amnesty International and Greenpeace International, as well as other NGOs.

#### Rapid Assessment

When you need guidance for planning the next phase of your work, we investigate what is working and what needs more support—in terms of planning, strategy and implementation. We have the background to handle controversial internal debates. We provided this assistance to the Global Campaign for Climate Action (tcktcktck.org) after the Copenhagen Climate Summit in December 2009 failed to agree on a new climate treaty. With over 200 civil society

organizations under the GCCA umbrella, the organization needed Stratcom's professional support to assess its strategy and decide whether to continue into 2010. We used a variety of online tools and qualitative interviews to investigate the campaign, its global partnership model, social and mainstream media strategies, political analysis, regional mobilization around the world, and its impact on the international talks.

## Outcomes Evaluation

It is important to measure your progress against your stated objectives to determine why you are making progress or experiencing challenges, and how well you are deploying resources and taking advantage of the talent and opportunities at your disposal. We use a wide range of techniques including document review, media analysis, interviews and online bulletin boards. We elicit feedback from internal and external participants,

allies and even the targets of your work such as politicians, journalists, experts and corporations to assess the effectiveness of your campaign.

We recently conducted an Outcomes Evaluation for The Pew Charitable Trusts measuring their effectiveness in restricting destructive deep sea bottom-trawling by the world's fishing fleets.

## Community Engagement Audit

For many NGO projects, bringing people together to participate in a project is the primary goal—just as important as any policy objective or change in external circumstances. Stratcom specializes in providing a professional, independent method to review your community's perceptions and how to evaluate the project. We know how to highlight positive judgments without overlooking the underlying concerns of participants—whether they're Board members, staff, clients, donors, partners and professional allies, or any other constituency. Did people feel supported in the right way? What initiatives worked best to help people engage, and why? How can you model your success for the future? This type of evaluation is suitable for management reviews or community projects—local, regional, national or international.

We leverage our deep opinion research experience to uncover evidence of your progress toward objectives and goals. We can show you what's been and what

could have been done differently. Our signature approach is to analyze your work not only from the standpoint of your original campaign plan, but also from the perspective of those you tried to influence or with whom you formed partnerships—whether they are other civic organizations, government, the public at large, experts in the field, diplomats and politicians, journalists or corporations.

With years of experience and our ability to deliver innovative and effective advocacy work, we guarantee that we can deliver practical 'lessons learned' that you can capitalize upon in your next planning process. Recent clients such as The Pew Charitable Trusts, Greenpeace International, and the Global Campaign for Climate Action (aka tcktcktck.org) have benefitted from our expertise.

### For more information please contact:

David Kraft  
Director of Research  
1-866-537-6199 x 66  
david.kraft@stratcom.ca



Toronto | PH 416.537.6100

Vancouver | PH 604.681.3030

Ottawa | PH 613.916.6215

London | PH 203.695.1663

**STRATCOM**  
STRATEGIC COMMUNICATIONS