Evaluation Mirror Group Style

At Mirror Group, we serve as evaluation, learning and strategy partners to learning organizations and the communities we love. We connect in this work as whole people--the technical expertise, the lived experience, our passions and more.

Folks new to evaluation often wonder how to budget. We provide guidance that thriving organizations typically designate 5-15% of their programming or operating budgets on evaluation activities. This range is due to the intensity and type of services requested as well as the organization's capacity and infrastructure, with the following considerations.

Evaluation Technical Assistance (~5% of program/initiative budget)
This is typically for organizations who have no evaluation infrastructure and/or seek limited specific evaluation support. This can include discrete tasks such as: (1) document review and analysis of existing data, (2) development of measurement, evaluation, accountability and learning (MEAL) tools [e.g. theory of change, logic model, measures and indicators, evaluation roadmap]

Evaluation (~10% of program/initiative budget)
This is typically for organizations who have established/completed a program, initiative, or project and seek an external evaluation of this work. In this case, key program design and elements are established and operating, and the request is for the evaluator to assess the program/initiative/project "success" (as defined by the priority audiences and end users). Examples of the final evaluation reporting can include (1) an evaluation brief/memo [5 page maximum], (2) full evaluation report [~20 pages], (3) interactive dashboard, (4) real-time or recorded screen share presentation with accompanying slide deck, and/or (5) hands on interactive session.

Evaluation, Learning and Strategy (~15% of program/initiative/organizational budget)
This is typically for organizations who appreciate the role and function of evaluation in design, strategy, and implementation and seek a full partner who will leverage evaluation to support a multitude of organizational functions. These may include: (1) build/enhance evaluation infrastructure [capacity building], (2) provide formative/development/iterative feedback on a program/initiative/project underway [strategic thought partner], and (3) produce summative evaluation of the impact of the program initiative [closeout report].

---

*Note, this 1-pager is to be used as a general guideline. The methods involved, points of contact and other details unique to the organization, programs, and partners involved will help us better to arrive collectively at what is possible together. Fill out [this brief Intake Form](#) to provide more context about your work and requested services.