Program Evaluation for Nonprofits Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Effective program evaluation is essential for nonprofits striving to maximize social impact, demonstrate accountability, and secure funding. In today's data-driven environment, nonprofit organizations must go beyond anecdotal evidence and embrace systematic approaches to assess program effectiveness. Program Evaluation for Nonprofits Training Course equips participants with practical frameworks, analytical tools, and strategic insights to design, implement, and communicate evaluation results that inform decision-making and enhance organizational performance. Participants will learn to align program outcomes with organizational goals, measure social impact, and leverage evaluation findings to influence stakeholders, funders, and communities.

With the rise of impact measurement, data analytics, and evidence-based strategies, nonprofits are increasingly expected to prove the effectiveness of their initiatives. This course blends theory with hands-on application, case studies, and interactive exercises to ensure participants can translate evaluation insights into actionable improvements. By the end of the program, participants will confidently design evaluations, analyze program performance, and communicate findings effectively to optimize resources, improve program delivery, and achieve sustainable impact.

Programme Curriculum

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5 days

Course Objectives

By the end of this training, participants will be able to:

1. Understand the fundamentals of program evaluation and its strategic importance.
2. Apply logic models to map program inputs, activities, outputs, and outcomes.
3. Design data-driven evaluation frameworks for nonprofits.
4. Utilize quantitative and qualitative research methods in program assessment.
5. Measure and interpret key performance indicators (KPIs) for social impact.
6. Implement monitoring and evaluation (M&E) systems effectively.
7. Conduct stakeholder analysis and integrate feedback in evaluation.
8. Develop evidence-based recommendations for program improvement.
9. Communicate evaluation findings through impact reports and dashboards.
10. Apply cost-benefit analysis and ROI measurement in nonprofit programs.
11. Integrate digital tools and analytics software for program evaluation.
12. Ensure ethical and culturally sensitive evaluation practices.
13. Build a culture of continuous learning and accountability in nonprofit organizations.

Target Audience

1. Nonprofit program managers
2. Monitoring and evaluation specialists
3. Social impact analysts
4. NGO executives and directors
5. Fundraising and development officers
6. Policy advocates and researchers
7. Community development coordinators
8. Consultants supporting nonprofit effectiveness

Course Modules

Module 1: Introduction to Program Evaluation

- Definition, purpose, and significance in nonprofits
- Types of evaluation
- Role of evaluation in strategic planning
- Understanding evaluation ethics and standards

- Case Study: Evaluating a community literacy program

Module 2: Logic Models and Theory of Change

- Mapping program inputs, activities, outputs, outcomes
- Designing a theory of change for nonprofits
- Linking program objectives to measurable outcomes
- Identifying assumptions and external factors
- Case Study: Developing a theory of change for a youth empowerment initiative

Module 3: Data Collection Methods

- Quantitative methods: surveys, questionnaires, metrics
- Qualitative methods: interviews, focus groups, storytelling
- Selecting the right data collection tools
- Sampling strategies and minimizing bias
- Case Study: Mixed-method evaluation of a food security program

Module 4: Key Performance Indicators (KPIs) and Metrics

- Defining KPIs aligned with program goals
- Tracking short-term and long-term outcomes
- Data visualization for clear communication
- Benchmarking and comparative analysis
- Case Study: Measuring impact in a health awareness campaign

Module 5: Monitoring and Evaluation (M&E) Systems

- Designing robust M&E frameworks
- Integrating M&E into organizational workflow
- Digital tools for real-time monitoring
- Continuous improvement based on feedback
- Case Study: Implementing M&E in a microfinance program

Module 6: Data Analysis and Interpretation

- Quantitative analysis: statistical tools and software
- Qualitative analysis: thematic coding and pattern recognition
- Translating data into actionable insights
- Reporting results to stakeholders effectively
- Case Study: Program evaluation report for a women’s empowerment NGO

Module 7: Communicating Evaluation Findings

- Writing clear, impactful evaluation reports
- Visual storytelling with charts, dashboards, infographics
- Tailoring messages for donors, staff, and communities
- Presenting results for advocacy and funding purposes
- Case Study: Crafting an impact report for an environmental nonprofit

Module 8: Using Evaluation for Strategic Improvement

- Integrating evaluation results into program redesign

- Evidence-based decision making and resource allocation
- Building a culture of accountability and learning
- Scaling successful programs based on insights
- Case Study: Strategic improvement in a youth mentorship program

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com