

Evidence for Action: Presenting a Case for Evaluation

Why You Need This

You may need to persuade agency decision makers and other leaders to support an evaluation. The Evidence for Action “pitch decks” offer clear, concise information that can help make the case. Each pitch deck covers questions about the value of evaluation and how evaluation can improve decision-making. The three decks vary in length and detail (5, 10, and 20 minutes), with visuals and links to key resources. They are tailored to meet your needs as a presenter, and the needs and interests of your audience, such as agency/organization leaders, program leaders, policy officials, program staff/operators or functional area leaders and staff.

What You’ll Find

Each Pitch Deck covers:

- Evaluation as a tool to answer questions
- Evaluation in action (case studies)
- Reasons to evaluate policies, processes, and programs
- Evaluation to support continuous quality improvement
- Evaluation to inform decision-making
- Risks of not evaluating
- Evaluation as a key agency function

How to Use

Use the pitch deck that is best suited to your audience and the amount of time you have.

- **5-Minute Quick Pitch** - Contents presented as talking points
- **10-Minute Presentation** - Contents presented with more details, examples, and questions. Includes different methods for evidence-building and tips for leveraging resources based on the type of evaluation.
- **20-Minute Discussion** - Contents presented with prompts for full discussion. Includes different methods for evaluation, tips for leveraging resources based on the type of evaluation, guidance to plan an evaluation, and fill-in templates that can be customized.