

- ▶ The **Point K Learning Center** (“Point K”) features **practical tools and resources** for nonprofit planning, evaluation, and action. It’s a major part of Innovation Network’s mission of sharing **know-how to create lasting social change**.
- ▶ Innovation Network offers a **continuum of services**, starting with Point K: From assessing your strengths and articulating goals to using your data and telling your story, Point K has something to help you. Personal, cordial technical support is available at no charge, and additional evaluation support is available through our consulting and training practice.
- ▶ Point K is **practical**: We’re a nonprofit too. We know what it’s like to be swamped with program work and administrative necessities. Point K has grown out of fifteen years of experience working with other nonprofits to train and assist them in planning and evaluation work, and in fitting that work into the day-to-day running of an organization.

The knowledge that I gained at Point K is not a strict “best practices” set of guidelines—it is a **set of guidelines** that I worked to create ... **based on the reality of our work**.

- ▶ Point K lets you **work together**. You can invite people from your own organization or colleagues from across the county to review and comment on your work.

We’ve seen the value of having a Logic Model. It is easier to explain to new **staff, the board and our partners** what we do and it has saved us an enormous amount of time **communicating new ideas**. Also, it allows for everyone to have access to the information.

- ▶ Point K is Open Source: Point K is built on the open source LAMP platform (Linux, Apache, MySQL, PHP).
- ▶ Point K’s tools and resources are currently **available at no charge**. Free registration is required, and [your support is appreciated](#).

The Tools

- ▶ **Organizational Assessment Tool (OAT):** This survey-based tool generates a customized report about your organization's level of development. It illuminates organizational strengths and weaknesses, helps inform nonprofit staff and board members of how things stand, and acts as a catalyst for organizational development planning.
- ▶ **Logic Model Builder (LMB):** The LMB guides you through an interactive process of thinking about program goals, activities, and resources, and how those elements work together to produce your program's intended outcomes.
- ▶ **Evaluation Plan Builder (EPB):** Program evaluation is the mechanism that lets nonprofit staff see their programs clearly, and ask "How can we do better?" The EPB connects to the LMB to help you define what program success will look like before the fact, and how to tell that success has been achieved after the fact. Use the EPB for Outcomes Evaluation ("What did we do?"), Implementation Evaluation ("How well did we do it?"), or both.

The Resources

Point K's Resources section offers links and publications to support evaluation learning.

- ▶ **Innovation Network Publications:** Workbooks, tip sheets, reports, and articles by and about Innovation Network.
- ▶ **Evaluation Resources Center:** The place to start for web-based evaluation resources.
- ▶ **Other Nonprofit Capacity-Building Resources:** Evaluation capacity is closely tied to organizational capacity. To be effective, evaluation needs to happen within the context of an organization's everyday activities.
- ▶ **NEW! Advocacy Evaluation Resource Center:** We've been working on a variety of projects related to the evaluation of advocacy, which we define as "a wide range of activities conducted to **influence decision makers** at various levels." This means not only traditional advocacy work like litigation, lobbying, and public education, but also capacity building, network formation, relationship building, communication, and leadership development. The Advocacy Evaluation Resource Center presents **more than 100** tools, white papers, and other resources for anyone working to influence decision makers and measure their success, including advocates, funders, evaluators, and direct service organizations. Like the other tools and resources at innonet.org, the Advocacy Evaluation Resource Center is available **free of charge**.