



Fundraising

Section eight Monitoring and evaluation

It is important to monitor and evaluate the successes and failures of any project – while it is running and after it has ended. This will enable your organisation to understand and learn from any successes and failures on the project and apply them to any future funding proposals. You will also need to report to your funder about the targets you met and/or did not meet.

Monitoring and evaluation is such a crucial part of any organisation's success – the data can be used for a variety of purposes, for example, to show what has been achieved and to improve existing services.

If you would like to look at monitoring and evaluation in more depth and learn how to set up simple monitoring and evaluation procedures, you can contact Charities Evaluation Services (www.ces-vol.org.uk) who specialise in providing information and advice on quality and evaluation systems for the voluntary sector. They also deliver very comprehensive monitoring and evaluation training for the voluntary sector.

Finally, once you have evaluated your project, the fundraising cycle then begins again, building on successes, learning from failures, developing relationships with donors and identifying lots of new fundraising opportunities to embark on the next exciting project!

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