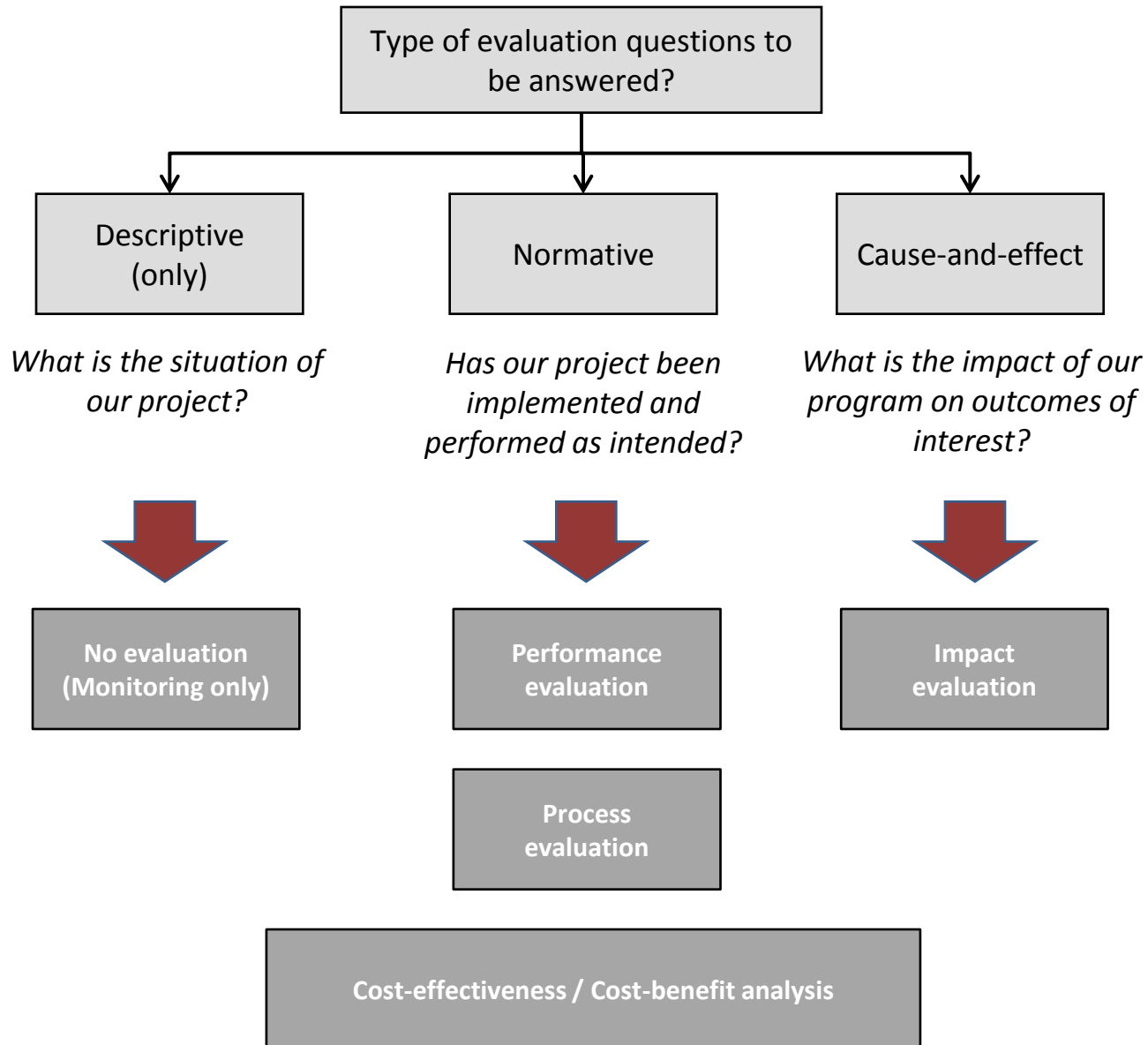


Does every evaluation need to be an  
impact evaluation?

No.

# Question 1: What do we want to learn?




## Question 2: Do our program characteristics justify an impact evaluation?

*Impact evaluations usually require:*

- **More time**
- **More money**  
(\$100-500k are common)
- **More capacity**
- **A favorable political context**

*Ideal program characteristics:*

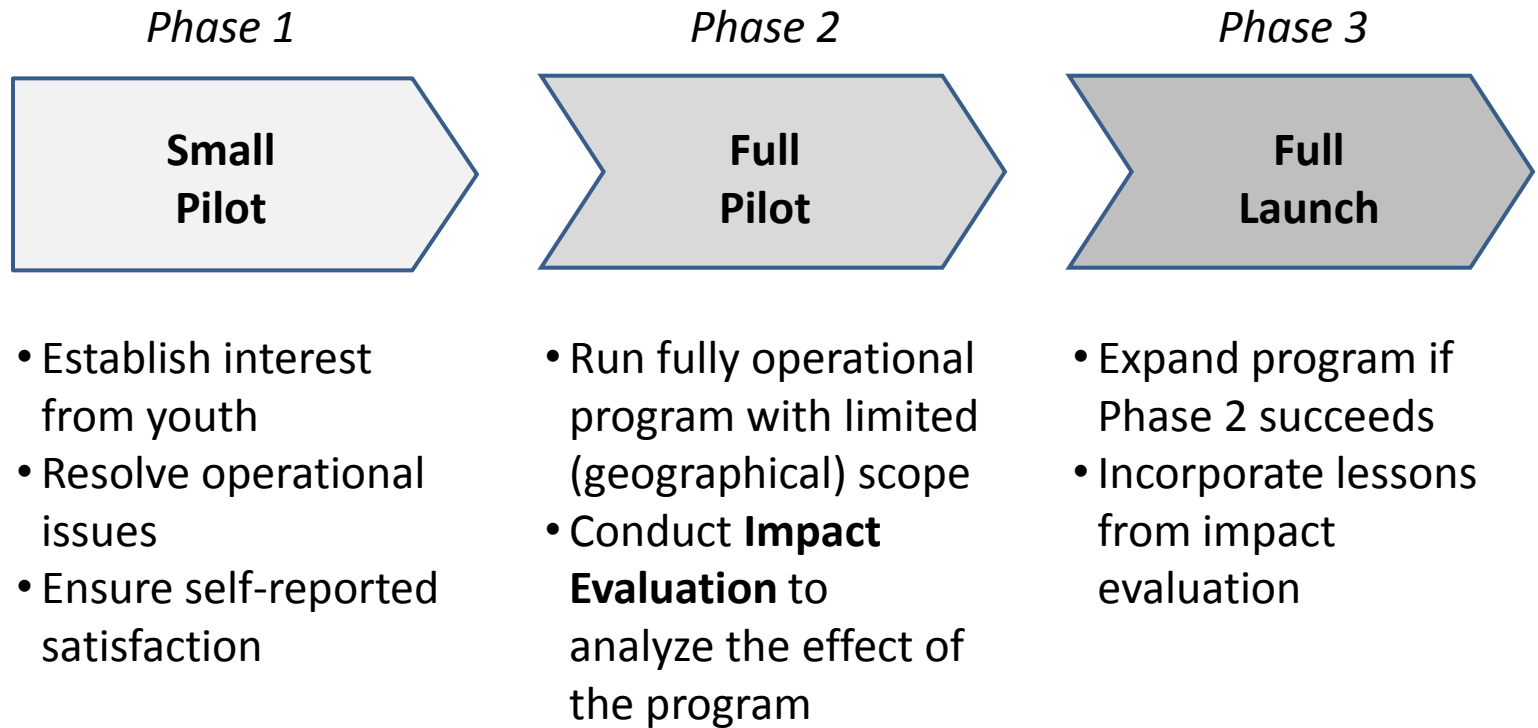
-  **Strategically relevant and influential**
-  **Innovative and untested**
-  **Replicable**

### Case study

Pilot Program: \$100,000  
Impact Evaluation: \$200,000

**Is it worth doing...?**

# Question 3: What is the best timing for an impact evaluation?



*Wait till the program is operating smoothly; and evaluate before investing substantial resources.*