

# Evaluation Checklist

ELEMENTS	INSUFFICIENT	DESCRIPTION	SUFFICIENT	COMMENT
Form		Language used in the text is formal and professional		
Causal pathway		<ul style="list-style-type: none"> <li>● The campaign (or project) has a clear problem</li> <li>● There is a clear causal logic running through the campaign                             <ul style="list-style-type: none"> <li>○ If... and the assumptions hold true.... Then...</li> </ul> </li> <li>● There are no illogical leaps from outputs to outcomes</li> <li>● The outcome is realistic given the scope of the campaign</li> <li>● The parts of the causal pathway are SMART</li> <li>● The connection with problem is weak</li> </ul>		
Evidence		<ul style="list-style-type: none"> <li>● Sufficient evidence showing why action A results in outcome B</li> <li>● Evidence of success applicable to your example / campaign</li> <li>● Sufficient sources of evidence, including evidence from academic research</li> <li>● Evidence of high quality</li> <li>● Strength of evidence is discussed.</li> </ul>		
Assumptions		<ul style="list-style-type: none"> <li>● Assumptions have been included concerning:                             <ul style="list-style-type: none"> <li>○ The external context</li> <li>○ Campaign quality and delivery</li> <li>○ Evidence</li> </ul> </li> <li>● Assumptions are provided for each step of the causal pathway</li> <li>● Assumptions are based upon credible analysis of what is likely to happen. Are they realistic?</li> <li>● Activities have been added to increased likelihood of assumptions being true and mitigating risks</li> </ul>		