

# Evaluating Your Communication Efforts

Excerpt from

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Seven Steps to Creating a Successful Plan*

by Janel M. Radtke

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**EVALUATION: MEASURING SUCCESS**

**Time Period Being Evaluated:** \_\_\_\_\_

1. Total number of messages sent \_\_\_\_\_

2. Total number of activities planned \_\_\_\_\_

3. Messages sent by medium  
Total print: \_\_\_\_\_

Total audio: \_\_\_\_\_

Total video: \_\_\_\_\_

Total electronic: \_\_\_\_\_

Total face-to-face: \_\_\_\_\_

4. Total number of messages placed in media not controlled by organization/media mix

Type of coverage	Gross impressions/ potential exposures	Percentage of total coverage
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Content Analysis**

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What were the major messages conveyed?

How was the issue framed and who had control of the framing?

What words appeared repeatedly?

Was our message part of the mix?

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5. Number who received messages (based on circulation, reach of media):

\_\_\_\_\_

Number who attended to messages(readership, viewership, listenership):

\_\_\_\_\_

6. Number who participated in activities: \_\_\_\_\_

How often(attendance, frequency)? \_\_\_\_\_