Fact Sheet: About Point K

- 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 evaluation know-how. Point K offers evaluation help—any time, free of charge—to anyone with an Internet connection.

- Point K is the starting point for Innovation Network’s **continuum of services**. From assessing your strengths and articulating goals to using your data to tell your story, Point K has something to help you. Personal, cordial technical support is available on weekdays at no charge. 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 in training and assisting other nonprofits in planning and evaluation work, and in fitting that work into the day-to-day running of an organization.

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

- Point K’s tools and resources are currently **available at no charge**. Free registration is required, and **your support is appreciated**.

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**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, Point K allows everyone to have access to the information.

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**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.**
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 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 hundreds of links and publications to support evaluation learning—all at no charge. Our collection includes:

- **Evaluation resources:** Innovation Network shares know-how for social change. These resources are for nonprofits and funders looking to understand the difference they are making. You’ll find focus group guides, survey-writing tips, logic model how-tos, basic statistics analysis help, and much more.

- **Capacity-building resources:** If an organization has major infrastructure challenges, staffing issues, technical problems, and the like, effective evaluation may not be possible. Point K includes dozens of resources to help with general capacity building and organizational development, to set the stage for evaluation and ongoing learning.

- **Advocacy evaluation resources:** We define advocacy 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, organizing, and leadership development. Point K offers over 100 white papers, websites, and tools for the evaluation of advocacy efforts.

Questions? Contact info@innonet.org, or visit www.innonet.org/pointk for more information.