



Chari Smith Speaker, Author, Trainer, and Founder of Evaluation into Action, LLC

“Chari Smith is an insightful, energetic, and entertaining speaker with thought-provoking ideas who did a terrific job of kicking off our 2020 Annual Conference. I highly recommend considering what she has to say and inviting her to speak at your event. She is a phenomenal speaker and entertainer, who connects well with her audience and keeps them engaged. -Anisha N. Lewis, Executive Director, American Evaluation Association”



Chari Smith believes evaluation should be accessible, practical, and usable. It can be overwhelming for nonprofits to know where to start. Chari demystifies this process, breaking it into manageable pieces that can be easily understood, and more importantly, applied.

She is an engaging speaker and author who motivates professionals to understand the critical role program evaluation plays in the nonprofit landscape. From increasing the impact of services to increasing financial support, Chari believes that a culture of learning strengthens nonprofits. By inspiring and informing professionals, she transforms how program evaluation is viewed – from a mundane required task to a critical capacity building tool.

There's more...

She is a published playwright and composer. If you want an inspiring talk, Chari can do that. She can also create an original song, play or musical based on the theme of your event. Check out her original song “Shine your Light” and keynote address at the American Evaluation Association 2020 conference – go [here](#).

Speaking topics

- Why measuring impact matters
- Being a learning organization
- Overcoming the fear of “negative findings”
- ... have another topic in mind? Please let us know

Workshop topics

- Survey design basics
- Creating measurable outcomes
- Creating effective logic and impact models
- Program evaluation 101: the nonprofit professionals guide to program evaluation
- Leveraging data visualization from planning to reports
- ...have another topic in mind? Please let us know.

To schedule a time to discuss your event needs, contact hello@evaluationintoaction.com

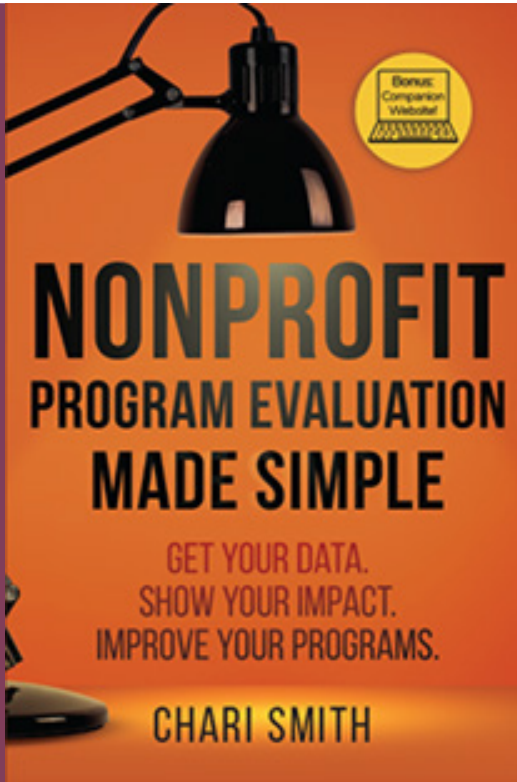


“What people say

“I was about to send a project proposal with no clear evaluation guidelines when I ran into Chari's book and workshop and was able to change course. The blindfold came off!” -Jorge Enciso, Strategic Director, Fundación Comunidad Viva (Bogotá, Colombia)

“The workshop was a great way to get introduced to survey design and how to make it more effective for our program participants. In just under an hour, I am able to take away over 5 concrete strategies to implement right away! Thank you!” -Gwendolyn Garcia, Program Coordinator, Center for Family Strengthening

“Chari provides practical information that is understandable and easy to implement. The process of designing surveys is quickly demystified.” -David Drazenovich, Director of Development & Communications, Palomar Family Counseling Service





Chari's book *Nonprofit Program Evaluation Made Simple: Get Your Data. Show Your Impact. Improve Your Programs.* provides step by step instruction on how to conduct program evaluation. It is used in classrooms as well as by nonprofit professionals to understand how to bring program evaluation into their organization.

“The ability to measure impact and share that success with the world is foundational to a thriving nonprofit and unlocks doors leading to visibility and funding. Leaders mistakenly believe that the process is too expensive, too time consuming or that their kind of work can't be measured. Chari's approach to program evaluation will bust these myths and unlock these doors – offering a simple and accessible approach to your efforts to invite more people to know more and do more for your cause.” -Joan Garry, Author of “*Nonprofits are Messy*”, Principal at Joan Garry Consulting and Founder of Nonprofit Leadership Lab

Chari has also appeared on several podcasts, including Joan Garry's podcast [Nonprofits are Messy](#), The [Nonprofit Show](#) and [Nonprofit Vision](#) with Gregory Nielsen. She is also an adjunct faculty member for the University of Portland's Pamplin School of Business Nonprofit MBA program.


STAY CONNECTED

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 <https://twitter.com/charismith>

 <https://www.youtube.com/playlist?list=PLIWTEs9AuKEq6evMR-F7bd4z4TmDQG8M>

 **Evaluation
Into Action**
EMPOWERING NONPROFITS THROUGH DATA

