Yes I donate
ORGAN DONATION

NHS
Blood and Transplant

Guidance on completing the BAME Community Investment Scheme monitoring forms

This short guide explains how to complete the accompanying Project Monitoring Form as well as the Financial Monitoring Spreadsheet for the grant your organisation received as part of the BAME Community Investment Scheme for organ donation promotion.

Project Monitoring Form
The form is self-explanatory and is designed to allow the Community Investment Scheme Advisory Group to accurately monitor the progress of your project against your plans and the and targets you set out to achieve.

We are happy for your responses to be brief. But they need to be sufficiently detailed so you provide us with a clear view of the work undertaken, the progress made and the likelihood of achieving the targets.

If you are unclear about how to complete the form, please contact the NHS Blood and Transplant Organ Donation Marketing Team at community.funding@nhsbt.nhs.uk

Please be aware that NHS Blood and Transplant can only provide reports against web links and campaign codes for the final report. We are currently unable to record the number of new website registrations for each campaign code, but we are investigating this issue internally. We are still able to record the number of new registrations made by paper registration forms. NHS Blood and Transplant cannot guarantee at this stage what data we will be able to provide for the final report but nonetheless please ensure that you use the codes provided on ALL of your activity throughout the campaign.

In order to create useful evaluation, it is important that you set SMART objectives which you can measure against on completion of the project. If you have not already done so, please take the time to consider and write these in completing the monitoring form. Below are some examples which may help.

- Specific – state exactly what you're going to do (eg get people from the Asian community to register as organ donors)
- Measurable – be able to measure in numbers (eg get 100 people from the Asian community to register as an organ donor)

- Achievable - ambitious but grounded in reality (eg encourage 100 people from the Asian community to register as an organ donor by organising 4 events and distributing 500 leaflets)
- Realistic – with your resource and funding (eg encourage 100 people from the Asian community to register as an organ donor by talking to the community about their myths and barriers and why we need to increase support for organ donation)
- Time bound – set a deadline (eg encourage 100 people from the Asian community to register as an organ donor by March 2019)

Within the Project Monitoring Form, you should find reference to Inputs, Outputs, Outtakes and Outcomes, the table below provides you with more detail about how you might evaluate your individual activities against these headings.

Channel	Inputs Research, planning, cost and effort)	Outputs	Outtakes	Outcomes
Events	• Number of events • Number of ambassadors supporting events • Materials produced / ordered (leaflets) • Cost of event • Pre / during / post event promotion	• Audience attendance (volume) • Audience demographics (age / ethnicity / gender) • Social media reach • Media (press / broadcast) reach	• Number of interactions / conversations • Number of completed pledge forms – intended behaviour • Event survey – attitudes and awareness • Social media engagement	• Sign ups • New registrations • Cost per sign up
Social media	• Asset development • Case study development • Curation of content • Tracking & campaign codes	• Number of posts on social media • Audience reach • Number of followers	• Engagement (comments / likes / shares) • Video views	• Sign ups • New registrations
Media & PR	• Press release	• Number of articles	• Sentiment (positive /	• Sign ups

	development • Case study development • Number of media outlets contacted	published • Audience reach	neutral / negative) • Key messages reported	• New registrations
Digital	• Asset development • Website development • Tracking & campaign codes	• Number of users • Number of visits	• Number of page visits • Duration on the website	• Sign ups • New registrations
Stakeholders / partnerships	• Partner / stakeholder toolkit developed • Number of partners / stakeholders contacted • Tracking & campaign codes	• Number of partners / stakeholders agreed to support • Assets / toolkits shared • Audience reach	• Engagement (social media)	• Sign ups • New registrations

For more information on the Government Communication Service Evaluation Framework and examples of how you might evaluate digital, media and marketing channel etc click here.

Financial Monitoring Spreadsheet
This is a Microsoft Excel Sheet and is designed to provide the Community Investment Scheme Steering Group with the information needed to ensure the project spend is in line with what was agreed and set out in your budget.

The form is designed to calculate any variance between what you have budgeted and what you have actually spent.

We have also provided a space for you to explain any under or over spend.

The Community Investment Scheme Advisory Group will use this information to ensure your project is being delivered as planned and within budget so please ensure the spreadsheet is completed and done so accurately.

Returning the forms
Please ensure that both forms are returned by email to community.funding@nhsbt.nhs.uk

We will ensure that you will receive an acknowledgement email by the end of the next working day.