

## Step 3b

# Sharing your evaluation

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## In brief

Share your evaluation with others so they can benefit from what you have learnt, or so that you can demonstrate the impact of your work. Again, think about who will be interested in your evaluation, and be creative and resourceful in the way that you share. Certainly you should share your evaluation on the [Financial Capability Evidence Hub](#).

## Key resources

- Learning and Sharing Plan (completed at STEP 2c)
- Report Template

## Why it's important

- ▶ To improve policies and practice across the sector – for greater collective impact.
- ▶ To promote and gain recognition for your services, and your commitment to good evaluation and greater transparency.

## What's involved

Unless you have good reasons not to, you should share the findings of your evaluation so that others can benefit from your experience. This means that your work will contribute to improvements in the quality of services delivered across the sector, and you will gain recognition for your commitment to good quality evaluation and transparency.

You should refer to – and amend if necessary – the Learning and Sharing plan that you created in STEP 2c.

It's important that your reporting outputs meet the needs of your funders and other stakeholders. If you are writing your own evaluation reports, our reporting Structure template can help you do this.

You should also publish your evaluation on the Financial Capability [Evidence Hub](#), and you can talk to the Insight & Evaluation Team at the Money Advice Service about other ways to share what you have learnt.

## Further reading

- [Principles of Good Impact Reporting](#) (Various authors, 2011) – high level principles and case studies, to help your reporting meet the needs of your stakeholders.
- [The insiders' guide to social media](#) (Charity Comms, 2015) – how to use different social media channels to communicate. Not aimed specifically at reporting evaluation findings, but still relevant.