

# Results Verification

Results are surprisingly elusive. Not only is it a tradition to talk about programs and numbers who attend them, but it is also hard to pin down gains—especially lasting ones. Saying that 90% of participants were satisfied and highly satisfied says little about the difference the program made for them, for example.

Our product captures specific gains that participants get from your program. It offers a tool to get both external and participant takes on their achievement in a way that goes far deeper than survey responses. The approach is not as expensive and prolonged as a formal evaluation. Rather, we focus on verifying the gains you or your clients made and answer the question of whether results would have been achieved if your program did not exist.

Our verification product includes these elements:

- **Upfront clarity on results.** We help make sure the results are verifiable as well as compelling. You cannot verify something you have not clearly defined.
- **Interviews.** We interview your clients via telephone or Zoom. We design open-ended questions to capture not just what your participants learn, but what they are doing differently as a result of your program.
- **Trend analysis and expert opinion.** This element establishes what would reasonably have happened to a participant if they did not participate in your program. It is critical to know that your program was essential for success.
- **Capturing result stories.** We help nonprofits turn anecdotes into data by three elements: First, the participant tells their own story in their words. Second, they are clear on just how the program was critical to their success. Third, you can say just about how many stories you have in the same category of those with high success. Many of our clients use the results and stories captured with a results verification in promotional and fundraising campaigns.

This product is often packaged with Results Framework and Results Money.

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**RESULTS**

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For more information about this or any of our products or to schedule a consultation, visit [Results1st.org](https://Results1st.org), email [info@results1st.org](mailto:info@results1st.org), or call [941-479-2714](tel:941-479-2714).