



Planned Giving Council of Cape Cod

A member of the Partnership for Philanthropic Planning

For immediate release

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Planned Giving Council of Cape Cod Organizes Workshop on "What Difference are You Making? Developing and Measuring Outcomes" on September 21st, 2010 at Hyannis Golf Course

Yarmouth Port, MA, August 4th, 2010 – The Planned Giving Council of Cape Cod (PGCCC) is pleased to announce a special workshop, to be held on Tuesday, September 21st, 2010 from 11 a.m. to 2 p.m. The meeting will take place at the Hyannis Golf Course on Route 132 in Hyannis. As this is a workshop, we request everybody to please be seated by 11 a.m. A working lunch will be served.

Barry Seltser, *ESC Consultant*, will present a very interactive workshop, designed to help organizations develop and implement measurements of program outcomes – the expected results or impacts of program activities and services. The session addresses how to identify and measure outcomes, and how to analyze and report on them.

The interactive nature of the workshop will allow participants to apply the concepts to their own organizations. Barry's engaging style along with useful handouts on tools and templates will help facilitate developing and implementing outcome measures that are relevant and practical.

This workshop covers:

- Outputs vs. Outcomes
- Identifying outcomes and indicators
- Linking outcomes to measures
- Measurement design and collection options
- Methods for analyzing and presenting outcomes

Here is what a few nonprofit leaders had to say about this workshop:

- *"The logic model is a great tool and a great place to start taking an honest look at the organization and where it can improve"*
- *"The whole workshop helped simplify the "output" vs "outcomes" thing".*
- *"One of the best yet!"*

This luncheon workshop session is free to Planned Giving Council of Cape Cod members. Non-members are welcome, but pay \$35. To register for this session, please call the Planned Giving Council at (508) 280-1822, email mwhitepgccc@aol.com or register online at www.capecodgiving.org. Deadline for registration is Friday, September 17th, 2010.

About the speaker

Dr. Barry Seltser, *ESC Consultant*, is a researcher, consultant and manager with twenty five years of experience in government and nonprofit organizations. He has extensive expertise in the assessment and development of performance measures as well as project management and evaluation. Barry is the former director of Center for Design, Methods, and Analysis at the U.S. Government Accountability Office (GAO) and the former Vice President for Research and Evaluation at the National Center on Family Homelessness.

As an independent consultant and researcher, Barry has provided design and analysis assistance on projects to organizations including the Office of Personnel Management, U. S. Department of Agriculture, Internal Revenue Service, Parenting Resource Associates, National Cathedral School and Advocates for Human Potential. Barry joined ESC in February of 2009, and he resides in Newton, MA.

The Planned Giving Council of Cape Cod is a local chapter of the Partnership for Philanthropic Planning, a National organization. For more information check out www.capecodgiving.org, call (508) 280-1822 or write to: Planned Giving Council of Cape Cod Foundation, P.O. Box 41, Yarmouth Port, MA 02675.