

## Cat Financial Corporate Contributions Committee Measurement Plan

### **Instructions:**

Well formulated, clearly defined impacts, outcomes, outputs and activities are crucial for proper monitoring and evaluation. If results are unclear and indicators are absent or poorly formulated, then it's challenging for the Cat Financial Services Corporation (Cat Financial) and our partners to know how a program is progressing. To that end, please complete the measurement plan below. Use separate tables for multiple program components. Create a new row for each objective within that program component. List multiple activities, outputs and outcomes related to the same objective in the same row. Please complete all columns.

Once you have completed the document below, send it to [Contribution.Requests@cat.com](mailto:Contribution.Requests@cat.com) along with your new donation application. Do not include the instructions. **Donation applications without a measurement plan will be considered incomplete, and will be declined.**

Save a copy of your completed measurement plan. Upon the completion of the program, as part of a final report, you will be asked to provide actual outcomes from your original goal plan.

**Goal:** The goal should express the long-term change that the program seeks to achieve. For example: Help victims of domestic violence transform their lives through safety, counseling and education services.

**Activities:** Please list the activities and inputs that will help you achieve your objectives. If there are multiple activities linked to an objective, then describe each activity separately.

**Outcomes:** Outcomes should reflect the expected benefit to program participants. They should be clear, specific and realistic, and measure the expected change in knowledge and/or behavior as a result of the outputs. Furthermore, they should correlate to the program goals and objectives. Examples of outcomes include an X% increase in job placements, X% fewer school absences, improved reading scores by X, etc. Questions to consider:

- Do the outcomes correspond with the outputs?
- Will the outcomes have a positive impact on the community?

**Impact:** Once the program has been implemented, what is the intended, long-term impact? How will the program bring about change in individuals, communities and countries if the objectives, activities, outputs and outcomes are successfully achieved? For example, the long-term impacts of an early childhood development program could include increased high school completion rates and a percent increase in lifetime wage-earning potential.

**Organization:**

**Program:**

**Date:**

**Donation Amount:**

Goal(s)	Activity	Outcome	Impact