

HEMBRAS

DAYS
FOR 
GIRLS
INTERNATIONAL

Data Tells HER Story
Our approach to M&E



FINANCIAL
Increased economic
empowerment /
sovereignty

HEALTH

Increased health
and physical
empowerment



STATEMENT OF IMPACT

Creating a more
dignified, free and
educated world through
access to lasting
feminine hygiene
solutions.

CULTURAL

Increased social
and cultural
empowerment



What are the outcomes and impact of reaching
Every Girl. Everywhere. Period.





How Does M&E Help Me Support Women & Girls?

What exactly is Monitoring & Evaluation or “M&E”

The process of **monitoring** what's happening, and then **evaluating** how we did at the end of a project, measured against specific goals!

What does it have to do with reaching Every Girl. Everywhere. Period?

It helps us better understand how to get there and measure the impact we have along the way. We can see how many individuals we've reached and how effective our DfG Kits are at helping women and girls live more empowered lives!

Ok and what can I do to help with this?

As Chapters and Teams YOU have the ability to collect a snapshot of what's going on – you can do needs assessments or conduct quick surveys during your distribution!

Great! How do I conduct the surveys?

DfG uses KoBo Toolbox for our field data collection since it is specifically designed for use in challenging environments! Within KoBo we have easy to use surveys that can be administered in the field through a tablet or smartphone, and you don't need internet access to use the survey! You can upload the survey responses whenever you connect to the internet later. We have a detailed instructions guide to walk you through the process!

M&E enables us to understand, improve, and communicate our impact!

Track our Progress

Understand the effectiveness of our work (e.g., resources required to achieve desired results) and become accountable for the results



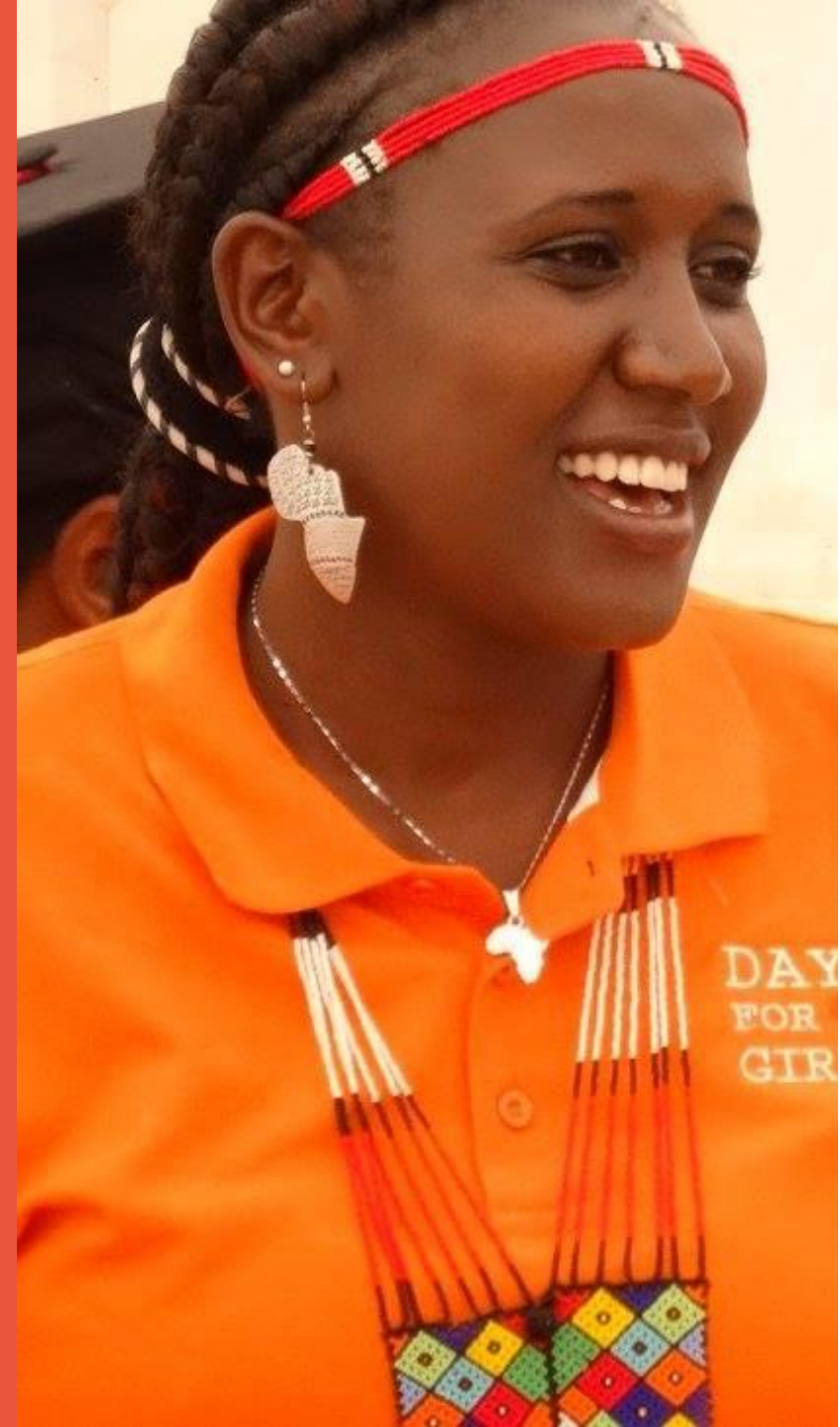
Communicate our Impact

Prove the value of our work to current / new donors, partners, stakeholders and communities



Inform our Decisions

*Improve outcomes of our work
learn how to replicate / adapt our programs and how to use resources more effectively*





Going on a DfG Kit Distribution and Willing to Help with M&E?

This is What To Expect!

Go through the normal process of requesting DfG Kits on one of our [DfG Kit Request Forms](#). Already have DfG Kits to distribute? No problem! Simply fill out the [Register DfG Activity Form](#) to receive helpful tips and M&E information!

Receive Confirmation, Next Steps, and M&E Info

Prepare M&E Tools and Read Guide

Conduct M&E During DfG Kit Distribution!

Submit Completed M&E Forms

Post-Distribution M&E

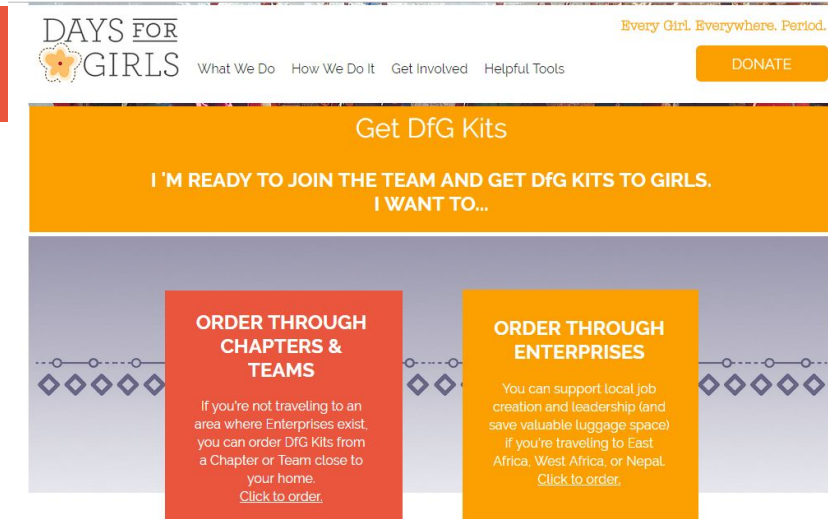


*Your **Women's Impact Number (WIN ID)** is the link throughout the whole process!*

Step 1: Order DfG Kits OR Register DfG Kits you made!

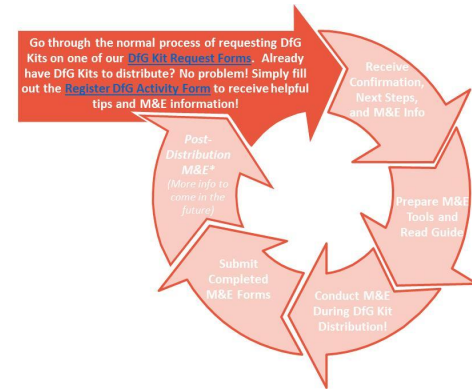
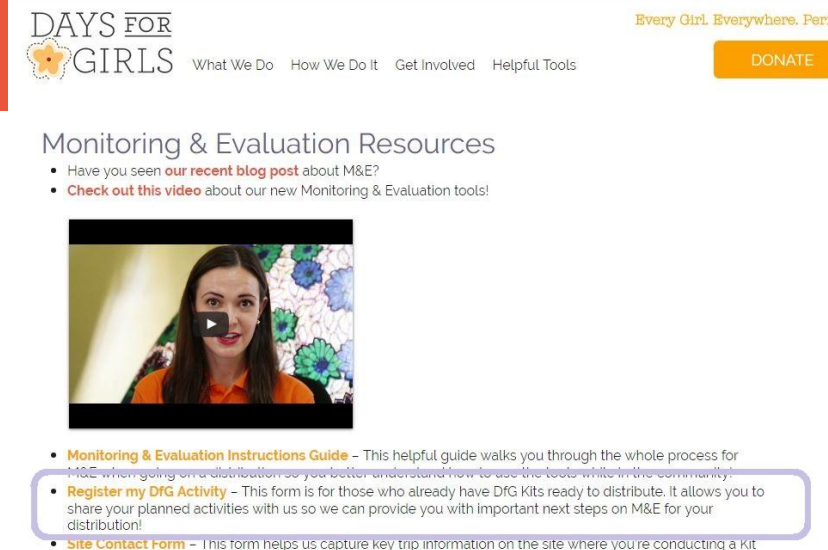
Option 1: Order DfG Kits

Simply go to the [Get DfG Kits Section](#) of Website seen here



Option 2: Register your DfG Activity

Simply go to the [M&E Resources Section](#) of Website seen here and select [Register my DfG Activity](#)



Step 2: Receive Automatic Emails with Helpful Info!

Check your Inbox for Emails with More Information on Next Steps!



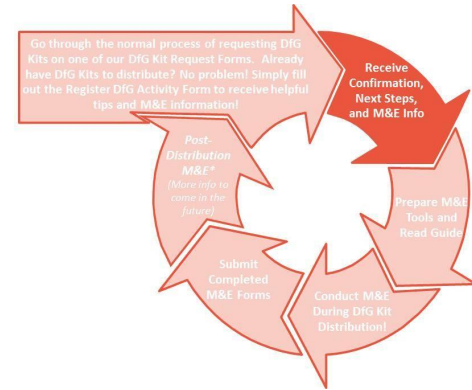
Thank you so much for your active involvement in Days for Girls' mission to reach every girl, everywhere! We are so grateful for you.

Your WIN ID is 1492589537

As the leader of this group, we are asking you to help us facilitate the distribution of surveys during your activity / trip. The data you gather will help us tell the story of how MHM impacts the lives of every woman and girl around the world. Please review the attached **M&E Instructions Guide** in detail as it includes all the information needed to make this process as easy as possible!

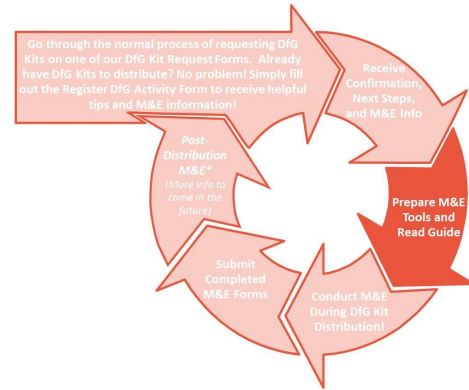
- **Step 1: Gather Site Information from Community Leadership**




In case you have not already done so, please schedule an introductory meeting with the Site Contact you are working with (this could be the headmaster/mistress or the community leader) to go through the logistics and plan for your trip. During this meeting, we kindly ask that you fill out this [Site Contact Form](#) together which provides us with very important information on the location where you are distributing Kits as well as contact information so we can follow-up with



Step 3: Read M&E Instructions Guide and Setup Tools!

Learn how to Setup Tools through the helpful Guide!






OVERVIEW OF THE M&E PROCESS	
	Preparation
	Step 1 Prepare to Use Tools
	Step 2 Plan for M&E in Trip Schedule
	Step 3 Access & Download Tools
	Step 4 Review Survey Tips
	Step 5 Review Survey FAQs
	Step 6 Review Trip Prep Checklist
	Implementation
	Step 7 Facilitate Survey Distribution
	Step 8 Collect Survey Data
	Completion
	Step 9 Review Final Checklist

Step 3b

ACCESS & DOWNLOAD TOOLS
OPTION 2 - IOS DEVICE USERS

Option	Instructions
Option 2: iOS Device Users (iPhones, laptops etc.) - Save web form on browser	<ul style="list-style-type: none">To collect data using an iOS device, you need to copy the URL of your web page to your mobile device or laptop. You can simply click the link to open the surveys you received in the M&E preparation email.Once you navigate to the survey links that you want to save on your browser just save the link to your browser by following these steps: <i>(This will ensure you can quickly / easily access the survey any time even without an internet connection)</i><ul style="list-style-type: none">Step 1: Click on the "Share" button at the bottom of the screen (Looks like a square with an arrow at the top)Step 2: Select "Add to favorites" in the new screenStep 3: Another screen will appear with a default link name (which you can change) to "Save" in the top right-hand corner



Step 4: Go on your Distribution and Conduct M&E!

Use the Tools to Conduct some Quick Surveys while in Community!

Use the M&E tools while you are in the community! You can find the links to the survey tools in the emails you receive after registering your trip or on the [M&E Resources Section](#) of website!

Here is a snapshot of the [DfG Group Survey \(Pre-Distribution\)](#) ->



DfG Group Survey (Pre-Distribution)

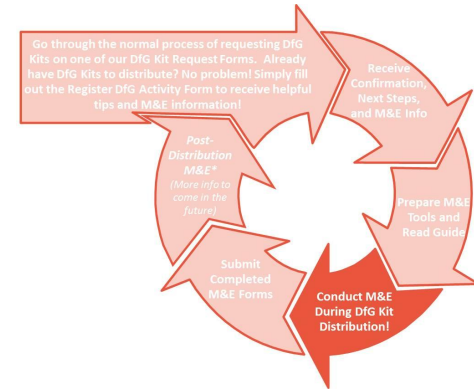
Facilitator Introduction (This is for you, not for the group)

Thank you so much for collecting this important data! Your efforts help us tell how many people Days for Girls has reached and how effective DfG Kits are at helping women and girls! You can do this survey on any smartphone or tablet, and you don't need internet access to use the survey. (Please reference the M&E Instructions Guide to learn how to load the offline survey version and upload the answers later, when you have an internet connection!) Please read through the whole survey once or twice to familiarize yourself with the process. Ready? Go!

* Please enter the WIN ID (Women's Impact Number) for this survey

The WIN ID is specific to one DfG activity in a specific location. If you can't find it and you're the group facilitator, please refer back to the email confirmation you received after submitting your "DfG Kit Request Form" or "DfG Register my Activity Form" - otherwise, please contact distribution@daysforgirls.org to retrieve it.

* Are there individuals in this group enrolled in school?



Step 5: Submit your Completed Surveys!

Submit your Completed M&E Forms & Pat Yourself on the Back!

In an area without internet access? No problem! Just save the forms and submit them later when you have access to internet

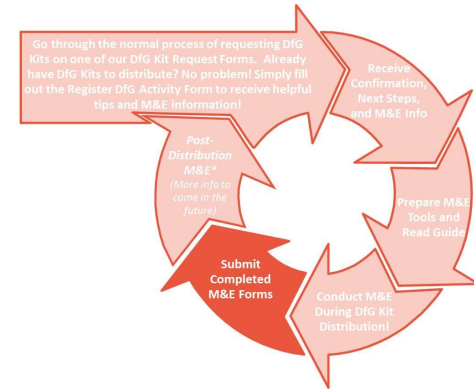
The M&E Instructions Guide will walk you through it step by step before you finally click “Submit” and we give you a round of applause!!

Step 8b

COLLECT SURVEY DATA OPTION 2 - IOS DEVICE USERS

Option	Instructions
Option 2: iOS Device Users (iPhones, laptops etc.) <i>- Submit web form on browser</i>	<ul style="list-style-type: none">• Collect Data on Browser<ul style="list-style-type: none">◦ Access saved survey links<ul style="list-style-type: none">■ Open your web browser■ Click on the button in the bottom right-hand corner and close out any open browser pages you have open■ Once cleared, you can easily click on and access all saved browser links• Save and Submit / Upload Finalized Surveys<ul style="list-style-type: none">◦ You can submit the survey automatically if you are finished and connected to the Internet - If you are not ready to submit, select “Save as Draft”◦ Once you are ready to submit, open the survey link on the same device you used to save the form. On the top left-hand corner of the page, there is a dark orange box with a number. Click on that number to access all queued records for that survey

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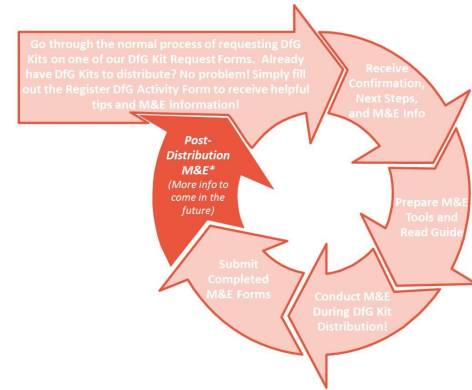
Step 6: Conduct Follow-up M&E (only applicable in certain cases)

Use the Tools to Collect Follow-up Data while in the Community!

Returning to a community where you distributed DfG Kits? Check out the post-distribution tools on the [M&E Resources Section](#) of the website!

These help us see the impact of DfG Kits on the lives of the women/girls!

Here is a snapshot of the [DfG Group Survey \(Follow-up on Distribution\)](#) ->



DfG Group Survey (Follow-up on Distribution)

Facilitator Introduction (This is for you, not for the group)

Thank you so much for collecting this important data! Your efforts help us tell how many people Days for Girls has reached and how effective DfG Kits are at helping women and girls! You can do this survey on any smartphone or tablet, and you don't need internet access to use the survey. (Please reference the M&E Instructions Guide to learn how to load the offline survey version and upload the answers later, when you have an internet connection!) Please read through the whole survey once or twice to familiarize yourself with the process. Ready? Go!

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* Are there individuals in this group enrolled in school?

☐ Yes - some or all of them are in school

Questions?

Thank you for
helping data tell
HER story!



Frequently Asked Questions

- **What if I'm really intimidated by data?**

We all already are data-gatherers. When you ask a friend how her family is doing, that's gathering data. When you're asking questions to get to the root of a misunderstanding with a co-worker, that's gathering data.

- **Will I get to see my results?**

Absolutely! DfG gathers all the data, and then will publish the data through maps, graphs, and other visuals on a regular basis. Check back into the website frequently to see how your efforts are adding up to the big picture.

- **I'm just not very tech-savvy. Is this easy?**

Yes! Just download KoBo on a phone or tablet, and then you will be able to access the surveys. Any technical questions? We're only an email away!

- **Does doing the surveys take a long time?**

No, the surveys are short. If you are working with a translator, it will take longer. However, the group survey shouldn't take more than 15-20 minutes. Just take a look at everything beforehand so you're familiar with the questions.

