This toolkit was designed to help program staff overcome common challenges to evaluating and planning improvements to their programs. It discusses the process of developing a program logic model that ties program activities to intermediate outcomes, helps staff better understand the drivers of any changes in long-term outcomes, such as suicide rates and offers information about the latest evaluation research in order to design an evaluation that is appropriate for a particular program. The toolkit's design and content are the result of a rigorous, systematic review of the program evaluation literature to identify evaluation approaches, measures, and tools used elsewhere and will be particularly useful to coordinators and directors of suicide prevention programs in the U.S. Department of Defense, Veterans Health Administration, community-based settings, and state and local health departments.