TOOLS

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TOOL 8: Identifying and planning opportunities in the policy making process

Here is an hypothetical table for a Ministry of Planning, that can help in identifying and planning opportunities in the agenda phase of the decision making process. ¹

**Agenda Setting**

**Advocacy Outreach Strategy: Ministry of Planning**

<table>
<thead>
<tr>
<th>Target audiences involved</th>
<th>E.g. Directors of Planning and Implementation departments at the Ministry of Planning</th>
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<tbody>
<tr>
<td>Formal decision making process</td>
<td>E.g. The Directors of Planning and Implementation generate a proposal for a national policy on evaluation. Two people from these offices are assigned the task of developing the policy paper.</td>
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<tr>
<td>Informal decision making process</td>
<td>E.g. Informal discussions with the planning departments, evaluation departments, Ministry of Finance, evaluation experts, CSOs take place. Elements of the policy are proposed and discussed.</td>
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</table>
| How can we influence the process at this stage? | - Meet with department of planning and implementation officials and evaluation officials to introduce our proposal and to gain their interest, support and enthusiasm.  
- Be helpful to these offices with other issues they are working on, when appropriate.  
- Become knowledgeable about issues the key decision-makers are interested in such as how much will a national policy on evaluation cost  
- Meet with groups that might support the policy, such as donors and NGOs, to enlist their support.  
- Work closely with the person or people tasked with developing the proposal. Offer assistance, ask to see drafts of the draft policy and give comments. |
| Date/Timeline | January and February. Offices in the Ministry of Planning are most open to new ideas at the start of the fiscal year. |

TOOL 9: Developing an advocacy booklet on evaluation

Here is a potential structure for an advocacy booklet on evaluation:\(^2\):

- A general introduction explaining why evaluation is important,
- A description of major national policies, along with a table that shows the progress of development policies. Highlight the value of evaluation in creating national plans and policies,
- Mention the major evaluation related activities in the country (recent and in the past) and the efforts they involve. Better information on the volume of these evaluation activities and their corresponding budget requirements will allow your audience to understand these issues and back up budget proposals.
- Strongly emphasize the advantages of a National Evaluation Policy and the solutions it offers to meet national and international commitments. The total cost of the evaluation policy will certainly draw the attention of your audience.
- Highlight political commitment and partner support. Using the remarks of high-level personalities on evaluation in your written advocacy material will reinforce your message and add credibility to it.


Such a booklet is designed to be flexible and the above is just an outline of what you can develop based on your advocacy theme.

Here is an example of an advocacy sheet that highlights attributes of a national evaluation policy. These can be incorporated with the advocacy booklet, or used to design other communication products.