

## TOOLS

TOOL 11: Examples of advocacy activities, interim outcomes, goals and impacts .....2

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Below is a model that identifies a full range of advocacy activities and outcomes that helps to determine alternate paths to achieve policy goals.

<b>Advocacy Impact</b>					
Improved services and systems					
Positive social and physical conditions for people especially the marginalized					
<b>Advocacy Goals</b>					
Evaluation policy development					
Placement of evaluation on the policy agenda					
Evaluation policy adoption					
Blocking policies that hinder evaluation					
Evaluation policy implementation					
Evaluation policy maintenance					
Evaluation policy M&E					
New donors for evaluation					
More or diversified funding for evaluation					
<b>Advocacy Activities/Tactics</b>			<b>Interim Outcomes</b>		
<i>Communications and Outreach</i>			<i>Advocacy Capacity</i>		
Digital or Internet Based Media/Social Media	Coalition and Network Building	Briefings/Presentations	Organizational Advocacy Capacity	New Advocates (including unlikely or non-traditional)	New Champions (including policymakers)
Earned Media	Grassroots Organizing and Mobilization	Public Service Announcements	Organizational or Issue Visibility or Recognition	Partnerships or Alliances	
Media Partnerships	Rallies and Marches	Polling			
Demonstration Projects or Pilots					
<i>Policy and Politics</i>			<i>Audience Changes</i>		
Issue/Policy Analysis and Research	Policymaker and Candidate Education	Litigation or Legal Advocacy	Awareness	Public Will	Media Coverage
Policy Proposal Development	Relationship Building with Decision-makers	Lobbying	Salience	Political Will	Issue Framing
Coalition and Network Building			Attitudes or Beliefs	Constituency or Support Base Growth	