

TOOLS

TOOL 12: Definition and measurement indicators for advocacy activities, interim outcomes, goals, and impacts	2
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Activities, interim outcomes, goals, impacts	Definition	Indicators
Advocacy Activities		
Digital or internet based Media/social media	Using technologies such as email, websites, blogs, podcasts, text messages, Facebook or Twitter to reach a large audience and enable fast communication	<ul style="list-style-type: none"> • A new website or web pages developed • Number and frequency of electronic messages sent • Number of list subscribers (including e.g. target group, members, partners)
Earned media	Pitching the print, broadcast or digital media to get visibility for an issue with specific audiences	<ul style="list-style-type: none"> • Number of outreach attempts to reporters • Number of press releases developed and distributed • Number of editorial board meetings held
Media partnerships	Getting a media company to agree to promote a evaluation through its communications channels and programming	<ul style="list-style-type: none"> • Number and types of media partnerships developed • Number and types of distribution outlets accessed through media partnerships
Coalition and network building	Unifying advocacy voices by bringing together individuals, groups or organizations that agree on a particular issue or goal	<ul style="list-style-type: none"> • Number of coalition members • Types of constituencies represented in the coalition • Number of coalition meetings held and attendance
Grass-roots organizing and mobilization	Creating or building on a community-based groundswell of support for an issue or position, often by helping people affected by policies to advocate on their own behalf	<ul style="list-style-type: none"> • Number and geographical location of communities where organizing efforts take place • Number of community events or trainings held and attendance
Rallies and marches	Gathering a large group of people for symbolic events that arouse enthusiasm and generate visibility, particularly in the media	<ul style="list-style-type: none"> • Number of rallies or marches held and attendance • Participation of high-profile speakers or participants
Briefings/ presentations	Making an advocacy case in person through one-on-one or group meetings	<ul style="list-style-type: none"> • Number of briefings or presentations held • Types of audiences reached through briefings or presentations • Number of individuals attending briefings and Presentations
Public service announcements	Placing a non-commercial advertisement to promote social causes	<ul style="list-style-type: none"> • Number of print, radio or online ads developed • Number and types of distribution outlets for ads
Polling	Surveying the public via phone or online to collect data for use in advocacy messages	<ul style="list-style-type: none"> • Polls conducted with advocacy audience(s)
Demonstration projects or pilots	Implementing a policy proposal on a small scale in one or several sites to show how it can work.	<ul style="list-style-type: none"> • Number of demonstration project or pilot sites • Funding secured for demonstration projects or pilots
Issue/policy analysis and research	Systematically investigating an issue or problem to better define it or identify possible solutions	<ul style="list-style-type: none"> • Number of research or policy analysis products developed, e.g., reports, briefs • Number and types of distribution outlets for products • Number of products distributed
Policy proposal development	Developing a specific policy solution for the issue or problem being addressed	<ul style="list-style-type: none"> • Policy guidelines or proposals developed • Number of organizations signing onto policy guidelines or proposals

Policymaker and candidate education	Telling policymakers and candidates about an issue or position, and about its broad or impassioned support.	<ul style="list-style-type: none"> Number of meetings or briefings held with policymakers or candidates • Number of policymakers or candidates reached • Types of policymakers or candidates reached
Relationship building with decision-makers	Interacting with policymakers or others who have authority to act on the issue.	<ul style="list-style-type: none"> • Number of meetings held with decision-makers
Litigation or legal advocacy	Using the judicial system to move policy by filing lawsuits, civil actions and other advocacy tactics	<ul style="list-style-type: none"> • Legal briefs written • Testimony offered
Lobbying	Attempting to influence law by communicating with a member or employee of a governing body or with a government official or individual who participates in law-making	<ul style="list-style-type: none"> • Number of meetings with policymakers or candidates • Number of policymakers or candidates reached • Types of policymakers or candidates reached

Interim Outcomes		
Organizational advocacy capacity	The ability of an organization or coalition to lead, adapt, manage and implement an advocacy strategy	<ul style="list-style-type: none"> Increased knowledge about advocacy, mobilizing or organizing tactics Improved media skills and contacts Increased ability to get and use data
Partnerships or alliances	Mutually beneficial relationships with other organizations or individuals who support or participate in an advocacy strategy	<ul style="list-style-type: none"> New or stronger organizational relationships developed New relationships with unlikely partners New organizations signing on as collaborators Policy agenda alignment between collaborators Collaborative actions taken between organizations
New advocates (including unlikely or non-traditional)	Previously unengaged individuals who take action in support of an issue or position	<ul style="list-style-type: none"> New advocates recruited New constituencies represented among advocates New advocate actions to support issue
New champions	High-profile individuals who adopt an issue and publicly advocate for it	<ul style="list-style-type: none"> New champions or stakeholders recruited New constituencies represented among champions Champion actions, e.g., speaking out or signing on, to support the issue or position
Organizational/issue visibility or recognition	Identification of an organization or campaign as a credible source on an issue	<ul style="list-style-type: none"> Number of requests for advocate products or information, including downloads or page views of online material Number and types of invitations for advocates to speak as experts
Awareness	Audience recognition that a problem exists or familiarity with a policy proposal	<ul style="list-style-type: none"> Percentage of audience members with knowledge of an issue Online activity for portions of website with advocacy-related information
Salience	The importance a target audience assigns an issue or policy proposal	<ul style="list-style-type: none"> Percentage of audience members saying issue is important to them
Attitudes or beliefs	Target audiences' thoughts, feelings or judgements about an issue or policy proposal	<ul style="list-style-type: none"> Percentage of audience members with favourable attitudes towards the issue or interest
Public will	Willingness of a (non-policymaker) target audience to act in support of an issue or policy proposal	<ul style="list-style-type: none"> Percentage of audience members willing to take action on behalf of a specific issue Attendance at advocacy events, e.g., public forums, marches, rallies
Political will	Willingness of policymakers to act in support of an issue or policy proposal.	<ul style="list-style-type: none"> Number of citations of advocate products or ideas in policy deliberations/policies Number of government officials who publicly support the advocacy effort Number of issue mentions in policymaker speeches Number and party representation of policy sponsors and co-sponsors Number of votes for or against specific policies
Constituency or support-base growth	Increase in the number of individuals who can be counted on for sustained advocacy or action on an issue	<ul style="list-style-type: none"> Website activity for portions of website with advocacy-related information Number of fans, group members or followers on social media websites
Media coverage	Quantity and/or quality of coverage generated in print, broadcast or electronic media	<ul style="list-style-type: none"> Number of media citations of advocate research or products Number of stories successfully placed in the media Number of advocate or trained spokesperson citations in the media
Issue reframing	Changes in how an issue is presented, discussed or perceived	<ul style="list-style-type: none"> Number of media articles reflecting preferred issue framing

Goals		
Evaluation policy development	Creating a new evaluation policy proposal or policy guidelines	<ul style="list-style-type: none"> • New proposals or guiding principles developed
Placement of evaluation on the policy agenda	Appearance of an issue or policy proposal on the list of issues that policymakers give serious attention	<ul style="list-style-type: none"> • Evaluation policies formally introduced
Evaluation policy adoption	Successful passing of an evaluation policy proposal through an ordinance, ballot measure, legislation or legal agreement	<ul style="list-style-type: none"> • Evaluation policies formally established
Blocking policies that hinder evaluation	Successful opposition to a policy proposal that hinder evaluation	<ul style="list-style-type: none"> • Policies formally blocked
Evaluation policy implementation	Proper implementation of an evaluation policy, along with the funding, resources or quality assurance to ensure it	<ul style="list-style-type: none"> • Policies implemented or administered in accordance with requirements
Evaluation Policy M&E	Tracking an evaluation policy to ensure it is implemented properly and achieves its intended impacts	<ul style="list-style-type: none"> • Funding established to formally monitor or evaluate evaluation policies
Evaluation policy maintenance	Preventing cuts or other negative changes to an evaluation policy	<ul style="list-style-type: none"> • Funding levels sustained for evaluation policies or programmes • Eligibility levels maintained for policies or programmes
New donors for evaluation	New public or private funders or individuals who contribute funds or other resources for a evaluation	<ul style="list-style-type: none"> • Number of first-time donors • New donors offering financial versus in-kind support • Average dollars given by new donors
More or diversified funding for evaluation	Amount of funds raised and variety of funding sources generated for evaluation	<ul style="list-style-type: none"> • Number of overall donors • Types of donors (individual, philanthropic, corporate) • Funds donated to support evaluation advocacy efforts • Revenue earned to support evaluation advocacy efforts
Impacts on people especially the most marginalized		
Improved services and systems	Programmes and services that are higher quality and more accessible, affordable, comprehensive or coordinated	<ul style="list-style-type: none"> • Indicators depend on the specific policy goal; the following are examples: • More programmes offered • Easier access to programmes or services • Higher-quality services • More affordable services
Positive social and physical conditions	Better circumstances and surroundings for people, communities or society in general	<ul style="list-style-type: none"> • Indicators depend on the specific policy goal. For example, Indicators might focus on: • Decreased child mortality • Primary school attendance and enrolment • Access to safe drinking water and sanitation