

TIPS

. . . for Evaluating Advocacy

A Checklist for Grantees

- ✓ Discuss Evaluation Expectations Early
Grantors and grantees can arrive at a common understanding early on of reasonable advocacy expectations and of ways to demonstrate the grantee's contribution.
- ✓ Develop Long-Term as well as Incremental Goals
Policy goals may take years or even decades to achieve. For instance, a grantee may have a long-term goal to make emergency food available by 2010 to all Californians in need and an incremental goal of educating 25% of the public about hunger in the state by the end of this year.
- ✓ Use Benchmarks to Measure Outcomes, Progress, Capacity Building
A sample *outcome* benchmark may be obtaining a \$2 million appropriation for clean water programs; a *progress* benchmark could be support gained from a key legislator; a *capacity building* benchmark may be educating 50 constituents about the issue and mobilizing them to contact officials.
- ✓ Use Benchmarks of Success that Target Relevant Audiences
Target audiences may include public officials, the public/constituents, other organizations, and the grantee's own organization.
- ✓ Tell the Story
Tell the story behind the benchmarks. Explain the process, and why something did or didn't work. Maintaining a budget appropriation level, for example, can be viewed as a success rather than a failure to achieve the goal of more funding, if the context is explained.
- ✓ Make Use of Available Evaluation Resources and Plan Ahead
Organizations' self-evaluations can be very informative. When planning to use outside evaluators, grantees should include them in early budgets.
- ✓ Make the Evaluation Fit the Nature of the Advocacy Work Conducted
As an example, obtaining face-to-face meetings with key state officials to discuss a policy issue might sound routine. In fact, the meetings might be hard-won, critical steps in an effort to influence state regulators, and should be documented and evaluated accordingly.

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