### Advocacy Evaluation Planning Worksheet

**STEP ONE: FOCUS**
Identify your evaluation’s users, how they will use the evaluation, and your evaluation questions. Getting clarity on those items upfront will help you focus the evaluation.

**EVALUATION USERS**
- Consider:
  - Advocates
  - Funders
  - Partners

**EVALUATION USES**
- Consider:
  - Inform Strategy
  - Show Impact

**EVALUATION QUESTIONS**

### IMPACTS
- Improved Services and Systems
- Positive Social and Physical Conditions

### POLICY GOALS
- Policy Development
- Placement on the Policy Agenda
- Policy Adoption
- Policy Blocking
- Policy Implementation
- Policy Monitoring and Evaluation
- Policy Maintenance

### ACTIVITIES/TACTICS

#### Communications and Outreach
- Electronic Outreach/Social Media
- Coalition and Network Building
- Briefings/Presentations

#### Grassroots Organizing and Mobilization
- Public Service Announcements
- Polling

#### Paid Media
- Relays and Marches
- Demonstrations/Projects or Pilots

#### Media Partnerships
- Voter Education
- Lobbying

#### Politics and Policy
- Issue/Policy Analysis and Research
- Policymaker and Candidate Education
- Legal Advocacy

#### Policy Proposal Development
- Relationship Building with Decision Makers
- Lobbying

### INTERIM OUTCOMES

#### Advocacy Capacity
- Organizational Capacity
- New Advocates (including unlikely or uncooperative)
- New Donors

- Partnerships or Alliances
- New Champions (including policymakers)
- More or Diversified Funding

- Collaboration and Alignment (including messaging)
- Organizational Viability or Recognition

#### Policy
- Awareness
- Public Will
- Media Coverage

#### Salience
- Political Will
- Issue Reframing

#### Attitudes or Beliefs
- Constituency or Support Base Growth

### LOGIC MODEL COMPONENTS

### MEASURES

### METHODS
- Consider:
  - Surveys
  - Interviews
  - Document Review
  - Focus Groups
  - Observation
  - Media Tracking
  - Blog Tracking
  - Media Content
  - Policy Tracking
  - Public Poling
  - Case Studies
  - Network Mapping
  - Internal/External Presence
  - Bellwether Methodology
  - Policymaker Ratings