Resources for Evaluating Policy Advocacy & Movements

RESOURCE	DESCRIPTION	LINK
ADVOCACY RESOURCES		
2016 Catalyst Fund Evaluation Report	Evaluation of the Catalyst Fund. *(Referenced in Korwin Consulting's Policy Advocacy Webinar)*	http://korwinconsulting.com/wp-wp-content/uploads/2017/06/GW.CatalystFundRep2017.7WEB.pdf
Advocacy & Policy Change Evaluation: A Primer	Insights from implementation of advocacy evaluation approaches.	http://orsimpact.com/DirectoryAttachments/132018_25146_808_Advocacy-and-Policy-Change-Primer.pdf
Evaluating Advocacy	Resource list for evaluating advocacy.	http://www.bolderadvocacy.org/tools-for-effective-advocacy/evaluating-advocacy
The Advocate's Toolkit: BELLWETHER INTERVIEWS OVERVIEW	"The bellwether methodology determines where an issue is positioned in the policy agenda queue, how lawmakers and other influentials are thinking and talking about it, and how likely they are to act on it."	http://tools.sparkpolicy.com/wp-content/uploads/2015/02/Overview-of-when-and-how-to-use-Bellwether-Interviews2.pdf
A Guide to Measuring Advocacy and Policy	A guide to gauging investment impact within advocacy and public policy work.	http://www.aecf.org/resources/a-guide-to-measuring-advocacy-and-policy/
A Handbook of Data Collection Tools	Companion to "A Guide to Measuring Advocacy and Policy."	http://www.korwinconsulting.com/pdfs/A%20Handbook%20of%20Data%20Collection%20Tools.pdf
A Practical Guide to Advocacy Evaluation	Overview of advocacy evaluation.	https://www.innonet.org/media/pathfinder_funder_web.pdf
Unique Methods in Advocacy Evaluation	Describes four methods for measuring advocacy.	https://www.innonet.org/media/Unique_Methods_Brief.pdf
Advocacy Impact Evaluation	Principles of advocacy evaluation.	http://journals.sfu.ca/jmde/index.php/jmde_1/article/view/159/181
Are We There Yet? A Communications Evaluation Guide	"This guide helps foundation and nonprofit communicators learn whether their communications are effective and what is being achieved -- and determine if any course corrections are necessary."	http://www.issuelab.org/resource/are_we_there_yet_a_communications_evaluation_guide
M+R Benchmarks	Metrics for evaluating digital advocacy.	http://mrbenchmarks.com

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Build Your Advocacy Grantmaking: Advocacy Evaluation Tool & Advocacy Capacity Assessment Tool	"Developed with input from advocates and funders, these tools were designed to help funders get information they need about the results of their advocacy grantmaking."	http://www.bolderadvocacy.org/resource/build-your-advocacy-grantmaking-advocacy-evaluation-tool-advocacy-capacity-assessment-tool-2
What Makes an Effective Advocacy Organization?	"A Framework for Determining Advocacy Capacity."	http://www.tccgrp.com/pdfs/index.php?pub=EffectiveAdvocacy_final.pdf
Evaluating Policy Change and Advocacy: The Funder's Perspective	Strategies for implementing evaluation with grantees.	http://www.pointk.org/client_docs/File/center_pubs/advocacy_funders_perspective.pdf
Resources for Evaluating Community Organizing (RECO)	Resource list for evaluating community organizing.	http://www.bolderadvocacy.org/tools-for-effective-advocacy/overview-of-evaluating-community-organizing/reco/resources
Advocacy Progress Planner	Online tool for advocacy planning and evaluation.	http://planning.continuousprogress.org/
Measuring Political Will: Lessons from Modifying the Policymaker Ratings Method	Expands on application of measurement of political will from Coffman and Reed's "Unique Methods in Advocacy Evaluation."	http://orsimpact.com/wp-content/uploads/2016/04/PMR-FINAL-4-5-16.pdf
Speaking for Themselves	"Advocates' Perspectives on Evaluation."	http://www.pointk.org/client_docs/File/advocacy/speaking_for_themselves_web_basic.pdf
Beyond the Win: Pathways for Policy Implementation	Describes policy implementation frameworks with some thoughts on measurement and evaluation of policy implementation.	http://orsimpact.com/directory/beyond-the-win.htm
The Advocacy Strategy Framework	One-page tool about theories of change underlying policy advocacy strategies.	http://www.evaluationinnovation.org/publications/advocacy-strategy-framework
Champions and "Champion-ness": Measuring Efforts to Create Champions for Policy Change	Provides a framework for tracking progress in developing champions for policy change.	https://assets.aspeninstitute.org/content/uploads/files/content/docs/pubs/Champions_and_Championness_Aug2010.pdf
Four Tools for Assessing Grantee Contribution to Advocacy Efforts	Describes four tools for measuring a grantee's contribution to an advocacy effort.	http://www.evaluationinnovation.org/publications/four-tools-assessing-grantee-contribution-advocacy-efforts

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The Evaluation Exchange: Advocacy and Policy Change	"This 32-page issue of The Evaluation Exchange describes new developments in evaluating advocacy and policy change efforts that attempt to inform or influence public policy at the local, state, or federal levels." *[NOTE: 2007 publication but still contains relevant overview]*	http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/advocacy-and-policy-change
Winning Issue Campaigns	One-page model on the components necessary to win an issue campaign.	http://www.piconetwork.org/tools-resources/document/0004.pdf
What's Different About Evaluating Advocacy and Policy Change?	Describes four ways that advocacy evaluation differs from program evaluation.	http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/advocacy-and-policy-change/what-s-different-about-evaluating-advocacy-and-policy-change
Intense Period Debrief	The Intense Period Debrief is a data collection instrument for advocacy campaigns. The Intense Period Debrief protocol gathers information on the multiple perspectives and many different stories of what happens during an intense period of a legislative campaign, especially accounts of interactions with policymakers and their staff.	http://www.pointk.org/resources/node/102
Contribution Analysis in Policy Work: Assessing Advocacy's Influence	Brief that uses case studies to describes how to conduct a contribution analysis	http://www.evaluationinnovation.org/sites/default/files/Contribution%20Analysis_0.pdf
MOVEMENT BUILDING RESOURCES		
Movement Building Indicators	Movement Building Indicators is a tool that supports reproductive justice organizations in their strategic thinking around planning and assessing our movement building work.	http://www.racialequitytools.org/resourcefiles/ACRJ-MS6-Movement-Building-Indicators.pdf
Movement Building Practice: Movement Inquiry Questions	This practice guide was developed by Movement Strategy Center to support their collaborative work with Move to End Violence's Transformative Movement Building Webinar series.	http://movementstrategy.org/b/wp-content/uploads/2016/11/Practice-Guide_Movement-Inquiry-Questions.pdf

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ADVOCACY TOOLS WHICH TRACK AND MEASURE RELATIONSHIPS WITH STAKEHOLDERS, ACTIONS TAKEN, LEGISLATIVE STATUS, MEDIA, AND MORE

Catalist	Constantly updated national database of over 240 million registered voters and non-registered persons, commercial data, census data, specialty data, and "synthetic" data. "Synthetic data" provides insight about persons using demographic models.	http://www.catalist.us/
CQ Roll Call	CQ Roll Call allows you to monitor legislation, research legislation, investigate representatives' voting records, and access current contact information for representatives and their staff.	http://corporate.cqrollcall.com/
CQ Roll Call Engage	CQ Roll Call Engage allows you to place a widget on your website asking people to take an action, such as sending an email to their representative or signing on to a letter. Since CQRC has the contact information for the representatives, the emails are consistently delivered. CQRC Engage also allows you to track effectiveness on social media platforms.	cqrollcall.com/engage
Radian6	This tool is described as a social media listening tool. This allows you to identify your own criteria to determine online engagement. For example, if someone uses your hashtags or shares a Facebook post, their emails will make it into Salesforce. This can be used to identify who your online activists are.	https://www.marketingcloud.com/products/social-media-marketing/radian6/
Salesforce	Database system that can be used to house contacts, such as partner organizations, and supporters (individual and foundation donors). This system can be used to track relationships with stakeholders over time.	Salesforce.com
Soapbox	This tool allows you to send targeted mass emails, share a calendar of activities, and allow people to register for activities, as well as processes donations. This tool also includes email campaign performance tracking.	http://www.soapboxengage.com
TurboVote	This is a widget where someone can complete the online form and be registered to vote. It walks an individual through the process of identifying their location and completing the registration process. All individuals who sign up on TurboVote can be downloaded on a spreadsheet.	https://turbovote.org/
Voter Activation Network	Provides access to a database of voter records, in addition to email, fundraising, contact management, event management tools, and other online platforms to implement campaigns.	https://www.ngpvan.com/

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The Action Network	Campaign and event management toolset including survey tool, email campaign tool, social media tracking, widgets, petitions, fundraising tools, and database of contacts.	https://actionnetwork.org/

Compiled by

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