A framework for evaluating advocacy fields

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Advocacy Field Building Framework

What’s an Advocacy Field?

A group of actors working intentionally—and with reference to one another’s actions—to influence a particular policy domain.
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Dimensions of an Advocacy Field

- Field Frame
- Field Skills & Resources
- Connectivity
- Composition/Voice
- Adaptive Capacity
Field Frame

A common frame of reference through which organizations identify themselves as a field and as part of a common enterprise.
Measuring at a Field Level vs. Individual Organization

Field Frame
Measuring at a Field Level vs. Individual Organization

Field Frame

Organizational priorities, values, issues
Measuring at a **Field Level** vs. Individual Organization

Field Frame

Public facing issue framing?
Measuring at a **Field Level** vs. Individual Organization

Field Frame

Public facing issue framing?

Shared sense of identity and purpose?
The array of advocacy skills, knowledge and capacity needed to make progress on a wide variety of policy issues throughout all stages of the policy processes.
Skills & Resources
Skills & Resources

Capacity assessment tool
Skills & Resources

Aggregate capacity assessment tools?
Skills & Resources

Aggregate capacity assessment tools?

Effective deployment of capacity?
Skills & Resources

Aggregate capacity assessment tools?

Effective deployment of capacity?

Collectively effective deployment?
Field Composition

The variety of voices that can participate meaningfully and have influence in the policy process. This may include presenting different demographic, socio-economic, geographic, disability and sector interests.
Measuring at a Field Level vs. Individual Organization

Composition
Composition

Populations/voices the organization represents
Measuring at a **Field Level** vs. Individual Organization

Composition

Populations represented across organizations?
Measuring at a **Field Level** vs. Individual Organization

Who is in, who is out, who is missing and according to whom?

**Composition**

Populations represented across organizations?
Who is present and has power at what points within the policy process?

Who is in, who is out, who is missing and according to whom?

Populations represented across organizations?
Intersection of the Dimensions
Intersection of the Dimensions

Field Frame

Field Boundaries

Adaptive Capacity

Connectivity

Composition

Skills & Resources
Example of Setting Boundaries

Field Frame + Connectivity = Boundaries

Changes to the interpretation of
• Composition
• Skills & Resources
Example of Changing Composition

Expand Composition = New Organizations in the Field

Likely to decrease connectivity of the field
Likely to increase skills & resources of the field
Thank you!

For more information about the Framework and Field Building Assessments, please contact jewlya@sparkpolicy.com or 303-455-1740, ext 113