Advocacy as a Team Game—Evaluating Multi-Stakeholder Advocacy:
Overview of Key Issues of Multi-Stakeholder Advocacy

Evaluation 2015: Exemplary Evaluations in a Multicultural World
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Logic Model: Advocacy Initiatives

Acting Organization:
- Advocacy Staff:
  - Time, experience and expertise (administrative, legislative, election-related and legal)
  - Core skills (analytical, communication, research, etc.)
- Funding:
  - Monetary resources
  - Non-monetary/ non-staff resources (e.g. volunteers, in-kind donations)
- Organizational Reputation:
  - Advocacy related
  - General perception as a quality organization
  - Representative for base constituency
- Network:
  - Policy makers
  - Partner organizations
  - Media
  - Mobilized base

Project Inputs/Resources:
- Advocacy Staff:
- Funding:
- Organizational Reputation:
- Network:

Strategies:
- Issue analysis/research
- Media advocacy/Public awareness raising
- Grass roots organizing
- Coalition building/networking
- Policy analysis/research
- Legal action
- Lobbying and direct policy-maker influence
- Assure good policy implementation (Administrative/Regulatory oversight, TA, monitoring, etc.)

Outcomes:
- Better defined and framed problems
- Issues more clearly set on the public agenda and gain prominence (momentum, interest, awareness, etc.)
- Policy makers adopt new policies based on the agenda / do not adopt harmful policies
- Policy decisions effectively implemented
- Impact of new policies is evaluated

Impact:
- Improvement in the Quality of Living for the Community
- Change in Social Structure Reflecting Positive Social Justice Shift
What Are We Evaluating?

- External Environment
- Coalition/Network
- Organization
- Individual
What you see depends on where you sit:
5 Evaluation Models in Campaigns

1) Retrospective
2) Formative
3) Developmental
4) Technical Assistance
5) Program Officer
What Challenges Does That Leave?

• Understanding Advocacy Strategy
• Parsing Impact
• Defining the Evaluation Parameters
• Balancing Interpersonal Dynamics
Understanding Advocacy Strategy

Images: quiltdersdiary.com and www.mclalpacas.co.uk
Parsing Impact

Image: https://www.flickr.com/photos/sdelc/4034702913
Defining the Evaluation Parameters
Balancing Interpersonal Dynamics
Solutions We Will Hear About

- Leveraging the evaluator
- Contribution analysis
- Audience Discussion
- Field framing

The players and how they position themselves
Leveraging the Evaluator

• Navigate power differentials
• Use to:
  – Build
  – Sustain
  – Reflect
• Understand how to position organizations in a network
• Help articulate goal destination and value proposition