

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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Presenter:



Jared Raynor, TCC Group @jraynor1



Logic Model: Advocacy Initiatives

Acting Organization:

Project Inputs/ Resources:

0: 55

Nonprofit or Advocacy
Organization (uses coalition as a strategy)

Coalition/Network
(as an Actor as
compared to a
strategy)

Advocacy Staff:

- •Time, experience and expertise (administrative, legislative, election-related and legal)
- Core skills (analytical, communication, research etc.)

Funding:

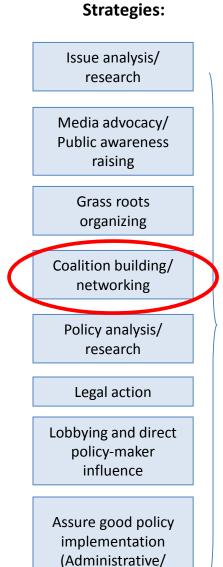
- Monetary resources
- Non-monetary/ non-staff resources (e.g. volunteers, in-kind donations)

Organizational Reputation:

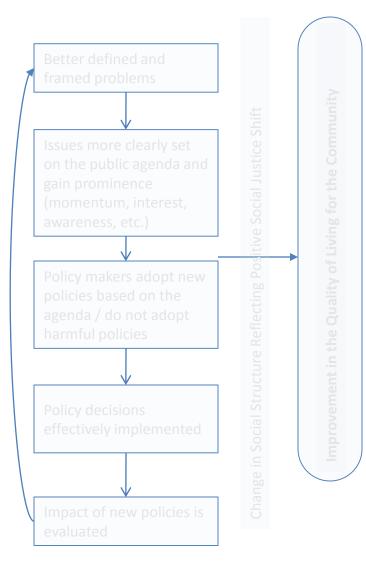
- Advocacy related
- •General perception as a
- Representative for base constituency

Network

- Policy makers
- Partner organizations
- Media
- Mobilized base

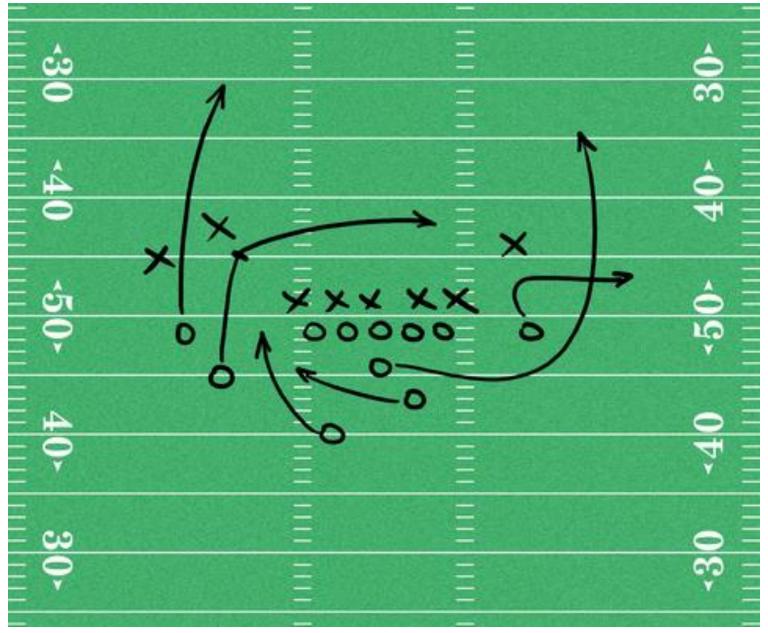


Regulatory oversight, TA, monitoring, etc.)



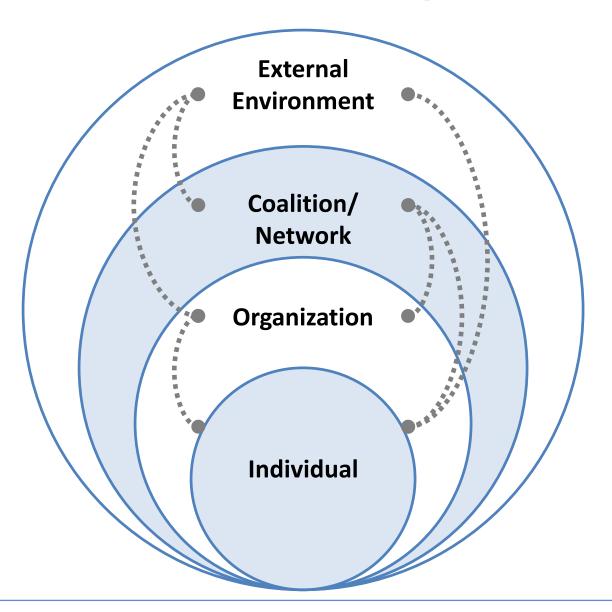
Outcomes:

Impact:





What Are We Evaluating?





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: quiltersdiary.com and www.mclalpacas.co.uk



Parsing Impact



Image: https://www.flickr.com/photos/sdelc/4034702913



Defining the Evaluation Parameters



Image: www.outsideonline.com



Balancing Interpersonal Dynamics





Solutions We Will Hear About

Leveraging the evaluator





Audience Discussion



Contribution analysis

The players and how they position themselves





Field framing



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



