Sample Advocacy Evaluation

An important part of building ongoing advocacy capacity is to identify and measure advocacy effectiveness. Advocacy, however, requires a different approach than might be used to evaluate other kinds of work such as direct services. Use this tool to capture what you accomplished as well as what might have been missed.

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| Evaluation Questions | Responses |
| Outcomes |  |
| What were the major goals we tried to accomplish? |  |
| Planning |  |
| How were these goals actively planned? |  |
| Activities |  |
| What were the major activities completed? |  |
| Roles |  |
| Were the roles that we took effective? |  |
| What roles were missing? |  |
| Partners |  |
| Did we engage the right partners? |  |
| Who was missing? |  |
| External Environment |  |
| What was happening externally? |  |
| How did it influence goals? |  |
| How did we respond? |  |
| Opportunities |  |
| What opportunities could we have leveraged but didn’t? |  |
| Barriers |  |
| What barriers were overcome? How? |  |
| Critical Components of Strategy |  |
| What were the primary activities in which we engaged? |  |
| What activities did we neglect? |  |
| Lessons Learned |  |
| What could we have done differently? |  |
| What could we have avoided? |  |
| What could we have added? |  |
| Major Achievements |  |
| What should we celebrate? |  |