

# Evaluating Policy Advocacy & Movements

A Resource Guide



**KORWIN CONSULTING**

*Advancing Social Justice Solutions*

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RESOURCE	DESCRIPTION
<a href="#">2017 Groundswell Fund Reproductive Justice Evaluation Report</a>	Provides a comprehensive assessment of the U.S. Reproductive Justice movement.
<a href="#">Advocacy &amp; Policy Change Evaluation: A Primer</a>	Insights from implementation of advocacy evaluation approaches.
<a href="#">Evaluating Advocacy</a>	Resource list for evaluating advocacy.
<a href="#">The Advocate's Toolkit: BELLWETHER INTERVIEWS OVERVIEW</a>	"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."
<a href="#">A Guide to Measuring Advocacy and Policy</a>	A guide to gauging investment impact within advocacy and public policy work.
<a href="#">A Handbook of Data Collection Tools</a>	Companion to "A Guide to Measuring Advocacy and Policy."
<a href="#">A Practical Guide to Advocacy Evaluation</a>	Overview of advocacy evaluation.
<a href="#">Unique Methods in Advocacy Evaluation</a>	Describes four methods for measuring advocacy.
<a href="#">Advocacy Impact Evaluation</a>	Principles of advocacy evaluation.
<a href="#">Are We There Yet? A Communications Evaluation Guide</a>	"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."
<a href="#">M+R Benchmarks</a>	Metrics for evaluating digital advocacy.
<a href="#">Build Your Advocacy Grantmaking: Advocacy Evaluation Tool &amp; Advocacy Capacity Assessment Tool</a>	"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."
<a href="#">What Makes an Effective Advocacy Organization?</a>	"A Framework for Determining Advocacy Capacity."
<a href="#">Evaluating Policy Change and Advocacy: The Funder's Perspective</a>	Strategies for implementing evaluation with grantees.
<a href="#">Resources for Evaluating Community Organizing (RECO)</a>	Resource list for evaluating community organizing.
<a href="#">Advocacy Progress Planner</a>	Online tool for advocacy planning and evaluation.
<a href="#">Measuring Political Will: Lessons from Modifying the Policymaker Ratings Method</a>	Expands on application of measurement of political will from Coffman and Reed's "Unique Methods in Advocacy Evaluation."
<a href="#">Speaking for Themselves</a>	"Advocates' Perspectives on Evaluation."
<a href="#">Beyond the Win: Pathways for Policy Implementation</a>	Describes policy implementation frameworks with some thoughts on measurement and evaluation of policy implementation.
<a href="#">The Advocacy Strategy Framework</a>	One-page tool about theories of change underlying policy advocacy strategies.

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<a href="#">Champions and "Champion-ness": Measuring Efforts to Create Champions for Policy Change</a>	Provides a framework for tracking progress in developing champions for policy change.
<a href="#">Four Tools for Assessing Grantee Contribution to Advocacy Efforts</a>	Describes four tools for measuring a grantee's contribution to an advocacy effort.
<a href="#">The Evaluation Exchange: Advocacy and Policy Change</a>	"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." <i>[NOTE: 2007 publication but still contains relevant overview]</i>
<a href="#">Intense Period Debrief</a>	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.
<a href="#">Contribution Analysis in Policy Work: Assessing Advocacy's Influence</a>	Brief that uses case studies to describes how to conduct a contribution analysis
<a href="#">Movement Building Indicators</a>	Movement Building Indicators is a tool that supports reproductive justice organizations in their strategic thinking around planning and assessing our movement building work.
<a href="#">Movement Building Practice: Movement Inquiry Questions</a>	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.

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

<a href="#">Catalist</a>	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.
<a href="#">CQ Roll Call</a>	CQ Roll Call allows you to monitor legislation, research legislation, investigate representatives' voting records, and access current contact information for representatives and their staff.
<a href="#">CQ Roll Call Engage</a>	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.
<a href="#">Salesforce</a>	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.
<a href="#">Soapbox</a>	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.
<a href="#">TurboVote</a>	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.
<a href="#">Voter Activation Network</a>	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.
<a href="#">The Action Network</a>	Campaign and event management toolset including survey tool, email campaign tool, social media tracking, widgets, petitions, fundraising tools, and database of contacts.



To learn more about Korwin Consulting's services, please visit our website at [www.korwinconsulting.com](http://www.korwinconsulting.com)

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