



# Evaluating Advocacy

BALANCING ACCOUNTABILITY WITH REALISTIC IMPACT



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# What is political advocacy evaluation?



# The Big Dilemmas



# External factors





# Not Linear





Not always  
quantifiable







# Research!America



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# Dilemmas

- Bill tracking not enough
- Testing "influence"
- Capturing advocacy impact



## Total Champion-ness score =

	Voting and sponsorship sub-score	+ Issue page sub-score	+ Caucus membership sub-score
<b>Rating of 0</b>	Member did not sponsor or co-sponsor legislation	Member's website does not include a global health R&D term	Member's does not belong to a caucus related to global health R&D
<b>Rating of 1</b>	Member sponsored or co-sponsored legislation	Member's website includes at least one global health R&D term	Member's belongs to a caucus related to global health R&D

# Fresh Energy

World Bank President Kim

Dirty Energy  
Projects  
KILLING US NOW

DANGER!

POWER 4



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# Dilemmas

- Taking credit for progress
- Absorbing changing priorities
- Finding time to measure (while balancing the desire to quantify everything)

# Quarterly Reporting Tool

**Three-Year Goals: How confident are you that this goal will be met?**

- 1 = Very confident it will NOT be met**
- 2 = Somewhat confident it will NOT be met**
- 3 = Somewhat confident it WILL be met**
- 4 = Very confident it will be met**

**One-Year Targets: Is this target on or off track?**

- 1 = Have not started working on this target**
- 2 = Work was started but it is currently stalled/on hold**
- 3 = In progress - off track**
- 4 = In progress - on track**
- 5 = Complete**



	A	B	C
1	<b><u>Return to Table of Contents</u></b>		
2		<b>Quarter 1</b>	<b>Quarter</b>
3	<b>THREE YEAR GOAL:</b>		
4	1. How confident are you that the three-year goal will be met? (see scale in green box to the right)		
5	2. If you selected 1 - 3 above, describe any external or internal factors influencing the progress on this target		
6			
7	<b>ONE YEAR TARGET:</b>		
8	1. LIST major accomplishments during the quarter:	[insert response here]	
9	2. On/Off Track (see scale in yellow box to right):		
10	3. If you selected 1 - 3 above, describe any external or internal factors influencing the progress on this target		
11	4. Additional Comments:		
12			

**Three-Year Goals**

1 = Very confident it will NOT be met

2 = Somewhat confident it will NOT be met

3 = Somewhat confident it WILL be met

4 = Very confident it will be met

**One-Year Targets**

1 = Have not started working on this target

2 = Work was started but it is currently stalled/on hold

3 = In progress - off track

4 = In progress - on track

5 = Complete

	A	B	C	D	E	F	G
7			<b>Admin and Finance</b>				
8	AF	Goal	Restricted foundation support will meet program budget needs.	↓ 1	↗ 3	↗ 3	↗ 3
9	AF	Target	Total Foundations = \$1,934,876	● 4	● 4	● 2	● 3
10	AF	Target	Current/Renewal = \$1,704,876	● 1	● 3	✓ 5	✓ 5
11	AF	Target	Priority Lapsed = \$100,000	● 4	● 3	● 4	● 4
12	AF	Target	Warm Prospect Conversion = \$50,000	● 2	● 4	● 4	✓ 5
13	AF	Target	Minnesota Mid-Level = \$50,000	● 2	● 3	✓ 5	✓ 5
14	AF	Target	New Prospects = \$30,000	● 4	✓ 5	✓ 5	✓ 5
15	AF	Goal	Unrestricted resources will provide seed funding to explore new and emerging opportunities, maintain critical programmatic activity regardless of funding preferences of foundations, support administration and fundraising, cover lobbying expenses, and maintain an adequate operating reserve.	↑ 4	↗ 2	↗ 2	↓ 1
16	AF	Target	Total individual and corporate = \$250,000	● 1	● 1	● 4	● 4
17	AF	Target	General Membership = \$74,000 (548)	● 4	✓ 5	✓ 5	✓ 5
18	AF	Target	Power Circle—Individual = \$122,000 (39)	● 1	● 1	● 2	● 4
19	AF	Target	Power Circle--Business = \$30,000 (8)	● 1	● 4	● 4	✓ 5
20	AF	Target	Targeted gifts = \$9,000 (95)	● 1	● 1	● 1	● 1
21	AF	Target	Minnesota Environmental/investment Fund = \$15,000	● 1	● 1	● 1	● 1
22	AF	Goal	Invest in organization capacity and align systems to support and promote strategy implementation in the short-term and strategic thinking and learning in the long-term, so that Fresh Energy can effectively deliver on its mission.	↗ 3	↑ 4	↗ 3	↗ 3

#### Goal Scale

- 0 Not yet reported on
- ↓ 1 Very confident it will NOT be met
- ↗ 2 Somewhat confident it will NOT be met
- ↗ 3 Somewhat confident it WILL be met
- ↑ 4 Very confident it WILL be met

#### Target Scale

- 0 Not yet reported on
- 1 Have not started
- 2 Stalled/On hold
- 3 In progress - off track
- 4 In progress - on track
- ✓ 5 Complete (achieved)



# Conclusions on Evaluation Advocacy Solutions



# Contact Us



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