

Suggested Indicators for Evaluating Advocacy (from Bolder Advocacy, An Initiative of Alliance for Justice)¹

Below please find sample indicators to evaluate advocacy initiatives. Some of the suggested indicators demonstrate an organization's **capacity** for advocacy work in the future, e.g.:

- Building relationships with policymakers
- Building an active constituent network
- Learning the legislative or regulatory process

Others reflect **progress** to objectives, e.g.:

- Having comments on proposed legislation related to health care cited by the targeted administrative agency in final regulations
- Having language from legal pleadings or amicus brief used by a judge in a legal opinion

Others show that the organization reached a goal or objective as an **outcome**, e.g.:

- Demonstrating increased voter turnout related to the advocacy issue of concern
- Confirming that legislation representing advocacy interests is signed into law

NOTE: It is important to **quantify your benchmarks** as much as possible:

- Instead of saying, "Reached public with education materials on breast cancer" say "Reached 35 percent of XX region with 2 breast cancer education brochures"
- Instead of saying, "Built relationships with legislators and staff on key issues," say, "Developed close relationships with two health committee chairs that included weekly meetings with 5-7 staff members on the upcoming health care bill"

EXECUTIVE BRANCH:

- Have contacts in agencies that implement policies and programs related to advocacy issue (track number of contacts and frequency of communication)
- Monitor the implementation of legislation related to advocacy issue at the administrative or executive level by tracking rules and regulations (maintain and update tracking list)
- File comments on governmental actions and proposed regulations (track number of comments filed or submitted to appropriate agencies)

¹Adapted from Bolder Advocacy, An Initiative of Alliance for Justice, Benchmarks for Advocacy Evaluation: Executive Branch, Judicial Branch, Legislative Branch, Electoral Process, Cross-cutting Advocacy, Excerpted from: Investing in Change: A Funder's Guide to Supporting Advocacy, <https://www.bolderadvocacy.org/wp-content/uploads/2012/06/2008-Benchmarks.pdf>

- Meetings with chief administration officials of target jurisdiction before official submission of legislative agenda and budgets (number of meetings and description of outcomes)

JUDICIAL BRANCH:

- Develop ongoing relationships with lawyers, judges, and other key stakeholders (number of relationships, description of quality of and frequency of contact)
- Participation in legal challenges to legislation (number of challenges, outcome of challenges)
- Work collaboratively with other organizations engaged in judicial advocacy related to health (number of other organizations, description of collaborative activities)
- Favorable rulings related to issue (number of relevant rulings, description of outcomes and relevancy to issue)

LEGISLATIVE BRANCH:

- Invite lawmakers to meet and observe the people and places touched by advocacy issue (number of invitations, number of visits, description of visits, comments by lawmakers)
- Identify and track bills directly related to issue (number of bills, outcomes)
- Called upon by policymakers for information and opinions about key issues (number of requests by policymakers, type of information provided)
- Demonstrate that policymakers give informal or formal (written) support to advocacy recommendations provided by organization (number of instances of support, describe type of support)

ELECTORAL PROCESS:

- Engage in nonpartisan voter registration campaigns (if applicable to country situation) (number of voters registered)
- Request candidates' positions through forums, questionnaires and other strategies (describe process through which information collected on positions is disseminated, number of recipients of information)
- Prepare briefing documents for all candidates or newly elected officials on issue and relevancy to constituency (number of briefing documents distributed)
- Show increased voter turnout (compare with previous data)

CROSS-CUTTING ADVOCACY:

Constituency Involvement:

- Involve constituency (i.e., patients) in the development of issue priorities and advocacy objectives (number of patients involved, description of involvement)
- Obtain information from constituents on mobilization activities through strategies such as convening planning meetings, conducting surveys, etc. (number of planning meetings, number of surveys conducted, results of surveys)

Network Building

- Communicate regularly with network (individuals and organizations interested in taking coordinated action to address issue affecting patients) to share information on progress and key issues through email, newsletters, meetings or other means (number of communications, types of communications, number of contacts in network)
- Periodically ask network to take specific action in support of its issue and advocacy objectives (number of actions requested, number of network members who participate)

Coalition Building

- Regularly identify other groups and organizations (e.g., medical community) working towards same goals and meet with them to share information and avoid duplication of effort (number of groups identified, number of meetings held, outcomes)
- Participate in coalitions that will help advance advocacy goals (number of coalitions, description of overlapping interests)

Mobilization

- Use multiple strategies for alerting and mobilizing networks (types of strategies used)
- Have mobilization plan with objectives, targeted groups, timelines and strategies for reaching different groups, individuals, organizations (plan exists with strategies outlined)

Media Advocacy

- Provide training for staff, volunteers, patients involved in media activities (number of people trained, topics covered)
- Monitor media coverage of issues affecting key issue and identify trends in coverage (number of outlets covering issue, analysis of trends and slant of coverage, number of articles, blogs, television spots, etc. related to issue)
- Influence regular press coverage on key advocacy issue demonstrated through quotes and issue stances reflecting view (number of articles reflecting view through quotes and language from background materials provided)