

Monitoring and evaluating your campaign as it progresses will enable you to:

- see if you are on track
- demonstrate your effectiveness or successes
- be held accountable.

Building in a clear evaluation will also help you to work out what it is you are trying to change or improve.

WHAT IS MONITORING & EVALUATION

MONITORING

Monitoring is about regularly measuring and assessing what is going on during the lifetime of your campaign against your campaign objectives, learning from the findings and adapting your campaign strategy.

EVALUATION

Evaluation looks back at certain points at your overall campaign to draw out learning that can improve on your campaign as it progresses – if something isn't working well – change it!

WHY MONITOR AND EVALUATE YOUR CAMPAIGN?

Strengthen the impact of your campaigns - powerful evidence base can be used to:

- Spur on supporters to further action
- Demonstrate that certain policies are improving people's lives to decision makers
- Useful in the post campaign period to keep the pressure on
- Monitor how any policy commitments translate into practice and whether the desired change makes a real difference to people's lives.
- Demonstrate accountability to stakeholders (including funders) providing evidence to feedback on performance and achievements in the campaign.



#daughter #ambitious #student
#vegetarian #runner #amateurflorist
#zumbalover #carer #traveller



We are all so
many things

So why only
pick on
one?

WHEN AND HOW TO EVALUATE YOUR CAMPAIGN?

- Identify what you want to know and why you want to know it from the start
- Involve beneficiaries and users from the beginning.
- Keep it simple – develop a small number of indicators to capture changes
 - Aim to gather a mix of evidence from internal and external sources.
- Measure the effects of your activities rather than the effort put in, ie number of postcards sent, events held etc.
 - Use different tools to collect feedback ie; written forms, online surveys (website like Survey Monkey do free ones - www.surveymonkey.com), face to face interviews, comments on social media, analytic tools from social media, 'likes', 'retweets'

SOME IMPORTANT QUESTIONS TO ASK IN EVALUATIONS

- What are we doing well and what should we continue doing?
- What are we doing okay or badly, and what can we improve?
- What was supposed to happen, what actually happened and why were they different?
- In what ways has our understanding about the situation deepened or changed?

AFTER COMPLETION OF THE CAMPAIGN

After your campaign is over (anything between 6 months – 5 years) you need to have a way of testing whether outcomes really do lead to the impact you aimed for:

- Has the change in legislation actually been used and been effective?
- Have more Gypsy Roma and Traveller People registered to vote therefore brought about change?
- Did the improved planning approach lead more places to stop and therefore better outcomes for Gypsy Roma and Traveller people?