

# Is your campaign making a difference?

Monitoring and Evaluation your  
campaigning activity

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# Why monitor and evaluate?

- Strengthen the impact your campaign can make
- Empower people and communities
- Learn from what you have done

# M&E can be a valuable part of your campaign

- In development and planning stages
- During campaign delivery /implementation
- At the end of the campaign

# Some principles of M&E

- Build evidence, not proof  
*“if it quacks and has feathers, it’s probably a duck”*
- Outcomes are more important than outputs
- Measure the important things, not the easy things
- Keep it simple and user-friendly

# Some principles of M&E

- Some information is better than none  
*“It’s not the purity of the process that’s important, it’s the quality of the thinking”*
- Establish the link to action
- Create a learning culture

# Creating an impact



The same process can be represented in the following terms



**Activities:** Consumer research to identify clearest labelling, Lobby government departments, email actions directed at companies

**Outputs:**

**Outcomes:** Government issues clear guidelines on food labelling, major companies adopt clear food labelling

**Impact:** People's health improved by having access to clear information about food

# Summary of key steps

- Identify the purpose of m&e
- Decide who should be involved
- Deciding your focus
- Deciding what information you want to monitor
- Deciding how you will collect the information you need

# Developing an M&E framework

- Set clear change objectives
  - What steps should you take to achieve your overall aim?
- Identify capacity and resources
  - Be realistic about what you can achieve
- Identify indicators
  - What information will show whether or not objectives are being met?
- Verification
  - What sources will you explore and what techniques will you use to gather the evidence?



# The simplest approach

- Creating space for reflection
  - At key stages throughout the campaign not, just at the end
  - Discuss key questions
  - Identify clear and achievable recommendations for future working

# Evaluation Framework

Outputs	Indicator (if any)	Target	How to create the data
Impacts	Indicator (if any)	Target	How to create the data

# Group exercise

- You've been given an example of a campaign
- Using the evaluation framework provided think about your **outputs** and **impacts**

What could your indicators and targets be?

How could you gather that information?

# A basic strand system

audience	technique 1	technique 2	technique 3
targets	email/phone survey	documentation review	framing analysis
allies	interview key allies	survey of wider potential and actual partners	documentation review
internal	hold periodic discussions/ reviews with staff involved in the campaign	review of internal plans & reports	group discussion

# Creating a credible mass of evidence

- Surveys commissioned by the organisation
- One-off detailed analysis
- Qualitative research
- Secondary data
- Tracking analysis
- Anecdotal evidence
- External evaluation

# Embedding M&E

- Monitor and test 'theories of change' for your campaign
- Facilitate learning, inform ongoing decision making, underpin accountability
- Embed as part of planning and reporting, not an add on
- Feedback to stakeholders appropriately

# Aim to...

Carry monitoring and evaluation out as well as you can in the circumstances and then learn from your experiences

# Questions to think about:

- What information do you have which could help with M & E?
- What information does your team or organisation possess?
- What information is available from other sources that you can tap into to help with your M & E?



# What can you do next?

If you have 30 minutes:

- Download and read Part 1 of *Is your campaign making a difference?* from our website
- Apply the basic evaluation framework to your campaign

If you have longer:

- Purchase the complete publication for how to conduct more in depth m&e
- Read section 11 in *The Good Campaign Guide*
- Carry on the discussion at [www.forumforchange.org.uk](http://www.forumforchange.org.uk)

# Contact us:

- Contact NCVO's Campaigning Effectiveness Programme for bespoke advice and support
- [www.ncvo-vol.org.uk/campaigningeffectiveness](http://www.ncvo-vol.org.uk/campaigningeffectiveness)
- [Campaigning@ncvo-vol.org.uk](mailto:Campaigning@ncvo-vol.org.uk)