



E2A

Evaluation Advancing Advocacy

Capacity development for activists and Human Rights Defenders to use evaluation for more effective advocacy campaigns.

Acknowledgements and Toolkit Map



New Tactics
in Human Rights

newtactics.org

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Toolkit Map

We developed these advocacy evaluation materials for use by activists and Human Rights Defenders without technical expertise in evaluation. The following resources can be utilized as needed and in the order necessary for your advocacy initiative.

I want to
start my
Advocacy
Evaluation
journey

▶ **Advocacy Evaluation Methodology Principles**
Why did we create these materials and why might I use these materials?

▶ **Advocacy Evaluation and the Principle of "Do No Harm"**
Use this document to plan for the risks you might face in advocacy evaluation and keep your team and information safe.

▶ **Human Rights Advocacy Evaluation Capacity Assessment**
Use this self-assessment tool to determine the strengths and gaps of your campaign when it comes to advocacy evaluation.

I want to
plan an
Advocacy
Evaluation
for my
campaign

▶ **Guidance for More Manageable HR Advocacy Evaluation**
This resource includes general guidance for advocacy evaluation for human rights defenders.

▶ **Choosing Outcomes and Success Markers Worksheet**
Use this worksheet to plan a simple evaluation using outcomes that are important to your campaign.

▶ **Spectrum of Allies Measure of Change Worksheet**
Use this worksheet to measure changes in the position of people or groups related to your campaign.

I want to
learn more
about
Advocacy
Evaluation

▶ **Principles-Focused Evaluation: A Brief Reference Guide**
Use this tool to learn about and practice how to conduct a simple evaluation when human-rights (or other) principles are the desired outcomes for your campaign.

▶ **External Resource List**

▶▶ **Pause and Reflect Discussion Guide**
Use this guide throughout and after your campaign to lead an evaluative discussion.