

External Resource List



New Tactics
in Human Rights

newtactics.org

External Resource List

The Advocacy Evaluation Toolkit provides resources on elements of evaluation that are unique or specific to advocacy work. There are many elements of evaluation, however, that are consistent between advocacy and other types of evaluation. This document provides links to resources on some of these core areas of evaluation.

Evaluation Checklists

The University of Western Michigan provides expert-reviewed checklists for key components of evaluation. These checklists can help you assure critical evaluation elements are addressed:

wmich.edu/evaluation/checklists

Overall Evaluation Guide

The Kellogg Foundation offers an online guidebook that addresses nearly all components of an evaluation. This is an excellent free evaluation resource that approximates a textbook on the topic:

evaluationguide.wkkf.org

Data Security

This Security in a Box website provides strategies, guides, and actionable recommendations on data security: securityinabox.org

Common Data Collection Techniques

The University of Minnesota outlines common data collection strategies with examples: cyfar.org/collecting-data

Survey Design

One common data collection method is a survey. This document provides simple and concise guidance on designing surveys. switchboardta.org/resource/5-steps-for-planning-surveys

Qualitative Methods

Family Health International offers an online textbook with detailed information about common types of qualitative data collection. fhi360.org/resource/qualitative-research-methods-data-collectors-field-guide

Focus Groups

A common qualitative data collection method is focus groups. USAID offers guidance on designing and implementing focus groups. jordankmportal.com/resources/engaging-stakeholders-focus-groups-manual

Data Analysis

If you are new to the field of evaluation, we recommend trying an online course on data analysis. edX and Coursera provide a wide range of courses on data analysis that can get you started and advance your skills. Please note that there are also courses that address other components for evaluation as well (methods, design, etc.); look for those courses with these links as well. edx.org/learn/data-analysis | coursera.org/browse/data-science/data-analysis

Reporting on Evaluation

While the Advocacy Evaluation Methodology emphasizes the importance of evaluation to inform your campaign, it is also important to understand how to report evaluation results to funders. This checklist indicates the key components of a more traditional evaluation report that one might submit to a funder. wmich.edu/sites/default/files/attachments/u350/2018/eval-report-content-robertson-wingate.pdf

