

Monitoring & Evaluation of Tactics Tracking Sheet



New Tactics
in Human Rights

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Monitoring & Evaluation of Tactics Tracking Sheet

Use the following sheets to document the campaign actions you have completed and the results you have observed. This process is important to complete after your campaign has taken action to review your campaign's success, and to help make decisions about how best to use the campaign's resources in future actions. You can also use the information gathered in this process to report to others outside of your campaign who want to know about what your campaign has accomplished. You could also enter information gathered in this process in the [New Tactics' Online Tactical Mapping Tool](#).

For discussion questions that you can use to guide your completion of this tracking sheet, see the [Debrief Guide](#). Adapt the questions from the debrief guide to fit your campaign, your selected Outcomes, and your Success Markers, or create your own reflection questions.

To complete this process, you will need the following information:

- Your campaign's [Choosing Outcomes and Success Markers worksheet](#) that you completed before taking action
- Data you have collected for your Success Markers
- Any records of your Campaign Activities / Actions

You will also need:

- 90 minutes
- A facilitator: Someone to guide the group in completing this tracking sheet
- A note taker: Someone to write down the group's ideas and decisions in the tables on this tracking sheet (IDEA: put the tables in this worksheet on a flip chart for the group to see, and record the group's answers there. Then copy the answers into the tracking sheet afterwards)
- A group of 3-10 campaign members and, if possible, others who have observed your campaign's tactical actions. Make sure that those who will make decisions about the campaign's future actions are included in the meeting.

Tracking Sheet



Campaign:	Monitoring & Evaluation CHECK-IN DATE: (date you complete this tracking sheet process as a group)
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What was the action taken?




Why did you choose to take this action?
(How does this action connect to your overall campaign goal(s)?)

What specific steps were implemented as part of this action?	When did it happen? (date or range of dates)

Tracking Sheet

Repeat the table below for each Outcome Statement with Success Markers.

(Copy the Outcome Statement with Target, and date from your Choosing Outcomes and Success Markers worksheet)

Outcome:		
Date Outcome Statement and Success Markers were decided on: (date you completed Selected Outcomes and Success Markers worksheet, before you took action)		
Outcome Statement: As a result of our action, we hope that _____ _____		
 Expect Success	 Like Success Marker	 Love Success Marker
<input type="checkbox"/> Not Achieved <input type="checkbox"/> Achieved <input type="checkbox"/> Exceeded	<input type="checkbox"/> Not Achieved <input type="checkbox"/> Achieved <input type="checkbox"/> Exceeded	<input type="checkbox"/> Not Achieved <input type="checkbox"/> Achieved <input type="checkbox"/> Exceeded
How do you know you have not achieved, achieved, or exceeded this Success Marker?	How do you know you have not achieved, achieved, or exceeded this Success Marker?	How do you know you have not achieved, achieved, or exceeded this Success Marker?

Tracking Sheet



What successes happened that you didn't expect?

(What successes happened that are different than your planned Success Markers, but that resulted from this action?) (try looking at the list of Outcomes provided on page 2 of the Choosing Outcomes and Success Markers worksheet for some ideas)

What were unintended, positive results from your campaign actions?

What specific success did you observe for this result?

(Describe what you observed related to this outcome. Be as specific as possible about who was involved and how you know this result happened.)

What challenges or negative results did you experience, that you didn't expect?

(Be as specific as possible about who was involved and what the result was)

Example completed tracking sheet

<p>Campaign: Girls right to education</p>	<p>Monitoring & Evaluation CHECK-IN DATE: 29 May, 2019 (date you complete this tracking sheet process as a group)</p>
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What was the action taken?

MOBILIZATION: setting up meetings with other organizations working on girls' access to education where we invite them to join campaign actions.

Why did you choose to take this action?
 (How does this action connect to your overall campaign goal(s) and outcome statement?)




Our campaign thinks that personal invitations to other organizations to join in actions will lead them to greater coordination with our campaign. If we coordinate more with some organizations, we think that all of our organizations will move towards working together as one.

What specific steps were implemented as part of this action?	When did it happen? (date or range of dates)
Contacting staff members at five different organizations working on girls' access to education through mutual connections and asking to meet in person.	March 2018
Attending one-on-one meetings with staff at the four organizations who responded to our invitation. At this meeting, asking each staff person if their organization would be interested in joining us in other planned actions.	March and April 2018
Arranging a joint meeting between UCE, our campaign, and policy makers about our issue. Reviewing our shared position and talking points for the meeting.	20 August, 2018
At our community event, introducing ABC to other campaign members and families affected by this issue.	10 November, 2018

Example completed tracking sheet

Repeat the table below for each Outcome Statement with Success Markers.

(Copy the Outcome Statement with Target, and date from your Choosing Outcomes and Success Markers worksheet)

<p>Outcome: Coalition</p>		
<p>Date Outcome Statement and Success Markers were decided on: (date you completed Selected Outcomes and Success Markers worksheet, before you took action)</p>		
<p>Outcome Statement: As a result of our action, we hope that <u>other organizations in support of girls' education in Yemen will engage in coordinated efforts with our campaign toward a common advocacy goal of increasing girls' access to education.</u></p>		
<p> Expect Success</p> <p>Two or more organizations have expressed interest in taking action with our campaign to address our campaign's issue.</p> <p><input type="checkbox"/> Not Achieved <input type="checkbox"/> Achieved <input checked="" type="checkbox"/> Exceeded</p> <p>How do you know you have not achieved, achieved, or exceeded this Success Marker?</p> <p>Three organizations (ABC organization, Community Power, and United Community Engagement) have expressed interest in taking action with our campaign.</p>	<p> Like Success Marker</p> <p>Two or more organizations have taken action with our campaign on our issue.</p> <p><input type="checkbox"/> Not Achieved <input checked="" type="checkbox"/> Achieved <input type="checkbox"/> Exceeded</p> <p>How do you know you have not achieved, achieved, or exceeded this Success Marker?</p> <p>Two organizations (ABC Organization and United Community Engagement) have both taken action with our campaign on our issue. ABC has attended community events and posted information about our campaign. UCE has joined our campaign in meeting with policy makers to discuss our issue.</p>	<p> Love Success Marker</p> <p>Our campaign, along with two or more other organizations, have taken action together more than once to address our campaign issue.</p> <p><input checked="" type="checkbox"/> Not Achieved <input type="checkbox"/> Achieved <input type="checkbox"/> Exceeded</p> <p>How do you know you have not achieved, achieved, or exceeded this Success Marker?</p> <p>Our campaign has not taken any action with two or more organizations, together, to address our campaign issue.</p>

Example completed tracking sheet

What successes happened that you didn't expect?

(What successes happened that are different than your planned Success Markers, but that resulted from this action?) (IDEA: Look at the list of Outcomes provided in the Choosing Outcomes and Success Markers worksheet for some ideas)

What were unintended, positive results from your campaign actions?	What specific success did you observe for this result? (Describe what you observed related to this outcome. Be as specific as possible about who was involved and how you know this result happened.)
Information	UCE had access to community statistics on girls' access to education that they shared with us following our initial meeting with them, giving us valuable information about our campaign issue.
Policymaker Relationships	Because UCE joined our campaign in meeting with policy makers, we were able to schedule a meeting with several policy makers that would not meet with us before. We think this is because UCE is a larger, well known organization.
Increased understanding of issue	Two representatives from ABC told a campaign member that they had learned a lot about the impact that knowledge of girls' right to education has on girls and their families from talking to families at our community event.

What challenges or negative results did you experience, that you didn't expect?

(Be as specific as possible about who was involved and what the result was)

Because we met with each organization separately, and they joined us in separate actions, we were not able to come together in joint action as we thought would naturally happen.

Our campaign and UCE had very different ideas for talking points when talking to policy makers. We probably did not allow for enough time coming to consensus on joint policy recommendations, and therefore were not very coordinated in our discussion. This could have actually damaged our relationships with policy makers and with UCE.

