

Human Rights Advocacy Evaluation Capacity Assessment



New Tactics
in Human Rights

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Human Rights Advocacy Evaluation Capacity Assessment

This simple two-part advocacy evaluation capacity assessment is intended for advocacy initiatives to assess their current ability to conduct evaluation. This tool will help initiatives (1) identify key competency areas for advocacy evaluation, (2) identify areas that they may need to develop in advocacy evaluation, and (3) track growth in their competence to plan and conduct advocacy evaluations. Please see our [Advocacy Evaluation Methodology Materials](#) for more information and resources on advocacy evaluation.

To use this tool:

- 1 Individual activists should complete the individual assessment (on page 3) for themselves personally. The individual assessment can be helpful in deciding who will lead the evaluation and/or components of the evaluation. This assessment should take less than 15 minutes to complete.
- 2 The members of an advocacy initiative should complete the collective assessment (on page 8) as a group. This assessment should take less than 30 minutes to complete as a group. Then, in the column labeled “Campaign lead for this item”, members of the advocacy initiative may write the name of someone from the initiative. This is who will be responsible for each assessed component of the evaluation. Ideally, this person will have capacity, or will be ready to build capacity in this area.

To increase your evaluation capacity, we recommend that you:

- 3 Take an additional 30 minutes to collaboratively plan how you will build capacity in your lowest capacity areas. Consider using the New Tactics resources in the “Where to Build Capacity” column of the assessment.
- 4 Complete the assessments once per quarter or year to assess change in advocacy evaluation capacity.

Brief Individual Advocacy Evaluation Readiness Assessment



Evaluation Concepts and Basics

Evaluation Concepts and Basics	Rating Record a number between 0 (I am a beginner) and 4 (I am very experienced) for each of the following skills	Where to build your capacity (if you are not an expert in this area, consider these resources to build your skills and knowledge)
Explain human rights-based evaluation to others		Advocacy Evaluation Methodology Principles, Principles-Focused Evaluation: A Brief Reference Guide
Develop evaluation questions for a human rights-based advocacy initiative		External Resource List, Principles-Focused Evaluation: A Brief Reference Guide
Find additional resources for advocacy evaluation (e.g., articles, tools, templates)		Advocacy Evaluation Methodology Materials, External Resource List
Total Score (sum the ratings of all rows):		

Brief Individual Advocacy Evaluation Readiness Assessment

Evaluation Planning

Evaluation Planning	Rating	Where to build your capacity
Identify advocacy outcomes to evaluate	Record a number between 0 (I am a beginner) and 4 (I am very experienced) for each of the following skills	(if you are not an expert in this area, consider these resources to build your skills and knowledge) Choosing Outcomes and Success Markers worksheet
Define appropriate success markers (or benchmarks) to measure progress towards advocacy outcomes		Choosing Outcomes and Success Markers worksheet
Develop flexible evaluation plans for advocacy work (i.e., evaluation plans that can adapt as the advocacy landscape changes)		Guidance for a More Manageable Human Rights Advocacy Evaluation, Choosing Outcomes and Success Markers worksheet
Total Score (sum the ratings of all rows):		

Brief Individual Advocacy Evaluation Readiness Assessment

Evaluation Data

Evaluation Data	Rating Record a number between 0 (I am a beginner) and 4 (I am very experienced) for each of the following skills	Where to build your capacity (if you are not an expert in this area, consider these resources to build your skills and knowledge)
Collect high quality evaluation data		External Resource List
Analyze evaluation data		External Resource List
Interpret findings accurately from evaluation data		Choosing Outcomes and Success Markers worksheet, Monitoring and Evaluation of Tactics Tracking Sheet, External Resource List
Total Score (sum the ratings of all rows):		

Brief Individual Advocacy Evaluation Readiness Assessment

Evaluation Use

Evaluation Use	Rating	Where to build your capacity
Identify audiences for evaluation results	Record a number between 0 (I am a beginner) and 4 (I am very experienced) for each of the following skills	(if you are not an expert in this area, consider these resources to build your skills and knowledge) Guidance for a More Manageable Human Rights Advocacy Evaluation, External Resource List
Share evaluation results appropriately with different identified audiences		Guidance for a More Manageable Human Rights Advocacy Evaluation, Monitoring and Evaluation of Tactics Tracking Sheet, External Resource List
Use evaluation data to make decisions about a campaign's direction		Debrief Guide, Spectrum of Allies Measure of Change worksheet, Principles-Focused Evaluation: A Brief Reference Guide
Total Score (sum the ratings of all rows):		

Calculate your Individual Scores

Record your total score for each section of the capacity assessment in the table below:

	Total Score
Evaluation Concepts and Basics	
Evaluation Planning	
Evaluation Data	
Evaluation Use	

You can interpret your score for each section as follows:

Total score range	What it means
0 - 5	You are at the beginning of your journey with this area of advocacy evaluation. Use some of the references cited to begin learning some of the basics for each skill.
6 - 9	You are somewhat familiar with this area of advocacy evaluation. Review your assessment and focus on developing knowledge and skill areas with lower scores.
10 - 12	You are familiar with this area of advocacy evaluation. Continue to develop your knowledge and skills, and consider ways to lead, support, and mentor others in your organization or campaign.

Brief Collective Advocacy Evaluation Readiness Assessment



Evaluation Concepts and Basics

Evaluation Concepts and Basics	Rating Record a number between 0 (Our team is not familiar with this area) and 4 (Our team is experienced in this area) for each of the following skills
Explain human rights-based evaluation to others	
Develop evaluation questions for a human rights-based advocacy initiative	
Find additional resources for advocacy evaluation (e.g., articles, tools, templates)	
Total Score (sum the ratings of all rows):	
Team lead Which individual on your team has high capacity in this area, and can serve as a leader?	



Evaluation Planning

Evaluation Planning	Rating Record a number between 0 (Our team is not familiar with this area) and 4 (Our team is experienced in this area) for each of the following skills
Identify advocacy outcomes to evaluate	
Define appropriate success markers (or benchmarks) to measure progress towards advocacy outcomes	
Develop flexible evaluation plans for advocacy work (i.e., evaluation plans that can adapt as the advocacy landscape changes)	
Total Score (sum the ratings of all rows):	
Team lead Which individual on your team has high capacity in this area, and can serve as a leader?	

Brief Collective Advocacy Evaluation Readiness Assessment



Evaluation Data

Evaluation Data	Rating Record a number between 0 (Our team is not familiar with this area) and 4 (Our team is experienced in this area) for each of the following skills
Collect high quality evaluation data	
Analyze evaluation data	
Interpret findings accurately from evaluation data	
Total Score (sum the ratings of all rows):	
Team lead Which individual on your team has high capacity in this area, and can serve as a leader?	

Brief Collective Advocacy Evaluation Readiness Assessment



Evaluation Use

Evaluation Use	Rating Record a number between 0 (Our team is not familiar with this area) and 4 (Our team is experienced in this area) for each of the following skills
Identify audiences for evaluation results	
Share evaluation results appropriately with different identified audiences	
Use evaluation data to make decisions about a campaign's direction	
Total Score (sum the ratings of all rows):	
Team lead Which individual on your team has high capacity in this area, and can serve as a leader?	

Calculate your Collective Score

Record your total score for each section of the capacity assessment in the table below:

	Total Score
Evaluation Concepts and Basics	
Evaluation Planning	
Evaluation Data	
Evaluation Use	

You can interpret your score for each section as follows:

Total score range	What it means
0 - 5	Your campaign is at the beginning of its journey with this area of advocacy evaluation. Use some of the references cited to begin learning some of the basics for each skill.
6 - 9	Your campaign is somewhat familiar with this area of advocacy evaluation. Review your assessment and focus on developing knowledge and skill for areas with lower scores.
10 - 12	Your campaign is familiar with this area of advocacy evaluation. Continue to develop your knowledge and skills, and consider ways to lead, support, and mentor each other or other campaigns.

