

# Human Rights Advocacy Evaluation Capacity Assessment



**New Tactics**  
in Human Rights

[newtactics.org](http://newtactics.org)

# 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.

## To use this tool:

- 1 Individual activists should complete the individual assessment (on page 2) 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 7) 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



<b>Evaluation Concepts and Skills</b>	<b>Self-Rating</b> Circle the number that best represents your proficiency in the Evaluation Concept or Skill: 1 Beginner 2 A little experience 3 Some experience 4 Advanced	<b>Where to learn more</b> If you are not experienced in this area, consider these resources to build your skills and knowledge.
Explain human rights-based evaluation to others	1   2   3   4	Advocacy Evaluation Methodology Principles, Principles-Focused Evaluation: A Brief Reference Guide
Develop evaluation questions for a human rights-based advocacy initiative	1   2   3   4	External Resource List, Principles-Focused Evaluation: A Brief Reference Guide
Find additional resources for advocacy evaluation (e.g., articles, tools, templates)	1   2   3   4	External Resource List
<b>Total Score</b> (sum the ratings of all rows):		

# Brief Individual Advocacy Evaluation Readiness Assessment



## Evaluation Planning



<b>Evaluation Planning Skills</b>	<b>Self-Rating</b> Circle the number that best represents your proficiency in the Evaluation Planning Skill: 1 Beginner 2 A little experience 3 Some experience 4 Advanced	<b>Where to learn more</b> If you are not experienced in this area, consider these resources to build your skills and knowledge.
Identify advocacy outcomes to evaluate	1   2   3   4	Choosing Outcomes and Success Markers
Define appropriate success markers (or benchmarks) to measure progress towards advocacy outcomes	1   2   3   4	Choosing Outcomes and Success Markers
Develop flexible evaluation plans for advocacy work (i.e., evaluation plans that can adapt as the advocacy landscape changes)	1   2   3   4	Guidance for a More Manageable Human Rights Advocacy Evaluation, Choosing Outcomes and Success Markers
<b>Total Score</b> (sum the ratings of all rows):		

# Brief Individual Advocacy Evaluation Readiness Assessment



## Evaluation Data



<b>Evaluation Data Skills</b>	<b>Self-Rating</b> Circle the number that best represents your proficiency in the Evaluation Data Skills: 1 Beginner 2 A little experience 3 Some experience 4 Advanced	<b>Where to learn more</b> If you are not experienced in this area, consider these resources to build your skills and knowledge.
Collect high quality evaluation data	1   2   3   4	External Resource List
Analyze evaluation data	1   2   3   4	External Resource List
Interpret findings accurately from evaluation data	1   2   3   4	Choosing Outcomes and Success Markers, External Resource List
<b>Total Score</b> (sum the ratings of all rows):		

# Brief Individual Advocacy Evaluation Readiness Assessment



## Evaluation Use



Evaluation Use Skills	Self-Rating Circle the number that best represents your proficiency in the Evaluation Use Skills: 1 Beginner 2 A little experience 3 Some experience 4 Advanced	Where to learn more If you are not experienced in this area, consider these resources to build your skills and knowledge.
Identify audiences for evaluation results	1   2   3   4	Guidance for a More Manageable Human Rights Advocacy Evaluation, External Resource List
Share evaluation results appropriately with different identified audiences	1   2   3   4	Guidance for a More Manageable Human Rights Advocacy Evaluation, External Resource List
Use evaluation data to make decisions about a campaign's direction	1   2   3   4	Pause and Reflect Discussion Guide, Spectrum of Allies Measure of Change worksheet, Principles-Focused Evaluation: A Brief Reference Guide
<b>Total Score</b> (sum the ratings of all rows):		

# Brief Individual Advocacy Evaluation Readiness Assessment



## Calculate Your Individual Scores

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



Skill Section	Total Score
<i>Evaluation Concepts and Basics</i>	
<i>Evaluation Planning</i>	
<i>Evaluation Data</i>	
<i>Evaluation Use</i>	

## Interpret Your Individual Scores

You can interpret your score for each section as follows:

Score range	What it means
<b>3 - 6</b>	You are at the <b>beginning</b> 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.
<b>7 - 9</b>	You are <b>somewhat familiar</b> with this area of advocacy evaluation. Review your assessment and focus on developing knowledge and skill areas with lower scores.
<b>10 - 12</b>	You are <b>familiar</b> 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



<b>Evaluation Concepts and Basics Skills</b>	<b>Self-Rating</b> Circle the number that best represents your team's proficiency in the Evaluation Concept or Skill: 1 Beginner 2 A little experience 3 Some experience 4 Advanced
Explain human rights-based evaluation to others	1      2      3      4
Develop evaluation questions for a human rights-based advocacy initiative	1      2      3      4
Find additional resources for advocacy evaluation (e.g., articles, tools, templates)	1      2      3      4
<b>Total Score</b> (sum the ratings of all rows):	
<b>Team lead</b> Which individual on your team has high capacity in this area, and can serve as a leader?	



# Brief Collective Advocacy Evaluation Readiness Assessment



## Evaluation Planning



Evaluation Planning Skills	Self-Rating Circle the number that best represents your team's proficiency in the Evaluation Planning Skill: 1 Beginner 2 A little experience 3 Some experience 4 Advanced
Identify advocacy outcomes to evaluate	1    2    3    4
Define appropriate success markers (or benchmarks) to measure progress towards advocacy outcomes	1    2    3    4
Develop flexible evaluation plans for advocacy work (i.e., evaluation plans that can adapt as the advocacy landscape changes)	1    2    3    4
<b>Total Score</b> (sum the ratings of all rows):	
<b>Team lead</b> 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

<b>Evaluation Data Skills</b>	<b>Self-Rating</b> Circle the number that best represents your team's proficiency in the Evaluation Data Skill: 1 Beginner 2 A little experience 3 Some experience 4 Advanced
Collect high quality evaluation data	1      2      3      4
Analyze evaluation data	1      2      3      4
Interpret findings accurately from evaluation data	1      2      3      4
<b>Total Score</b> (sum the ratings of all rows):	
<b>Team lead</b> Which individual on your team has high capacity in this area, and can serve as a leader?	

# Brief Collective Advocacy Evaluation Readiness Assessment

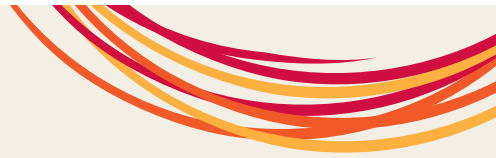


## Evaluation Use



<b>Evaluation Use Skills</b>	<b>Self-Rating</b> Circle the number that best represents your team's proficiency in the Evaluation Use Skill: 1 Beginner 2 A little experience 3 Some experience 4 Advanced
Identify audiences for evaluation results	1      2      3      4
Share evaluation results appropriately with different identified audiences	1      2      3      4
Use evaluation data to make decisions about a campaign's direction	1      2      3      4
<b>Total Score</b> (sum the ratings of all rows):	
<b>Team lead</b> Which individual on your team has high capacity in this area, and can serve as a leader?	

# Brief Collective Advocacy Evaluation Readiness Assessment



## Calculate your Collective Scores



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

Skill Section	Total Score
<i>Evaluation Concepts and Basics</i>	
<i>Evaluation Planning</i>	
<i>Evaluation Data</i>	
<i>Evaluation Use</i>	

## Interpret Your Collective Scores

You can interpret your team's score for each section as follows:

Score range	What it means
3 - 6	Your campaign is at the <b>beginning</b> 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.
7 - 9	Your campaign is <b>somewhat familiar</b> 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 <b>familiar</b> 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.