

# Results in Advocacy

*an advocate's guide to impact assessment*

22nd and 23rd May 2014

National Council for Voluntary Organisations (NCVO), 8 All Saints Street, LONDON

## COURSE OVERVIEW

Over two days this new course takes participants on a journey through the advocacy evaluation landscape. The course begins by highlighting the unique challenges faced in advocacy evaluation, supporting participants to understand which approaches, methods and tools will work best for their contexts and in assessing the impact of their work. Participants will be given a useful monitoring and evaluation framework to help design their evaluation plans, and through group work, have the opportunity to experiment with a range of unique advocacy data collection tools. This will include group work on how to get the best from theory of change processes in advocacy evaluation and highlights Process Tracing, a rigorous non-experimental approach to advocacy impact assessment.

## KEY BENEFITS

- This course will assist participants to better demonstrate results in advocacy, crucial in tough economic times when competition for resources and the attention of policymakers and decision makers is increasingly challenging
- It will provide tools to aid effective planning and good practice, both key factors in securing support for initiatives to ensure organisations face fewer funding challenges
- Participants will learn new techniques for demonstrating results in advocacy, vital when building and maintaining a base of organisational supporters and in securing the confidence of donors and beneficiaries
- All participants will receive a course pack and comprehensive digital toolkit as well as having exclusive access to our growing online community of practice, comprised of advocates and evaluation professionals.

## PRAISE FOR RESULTS IN ADVOCACY

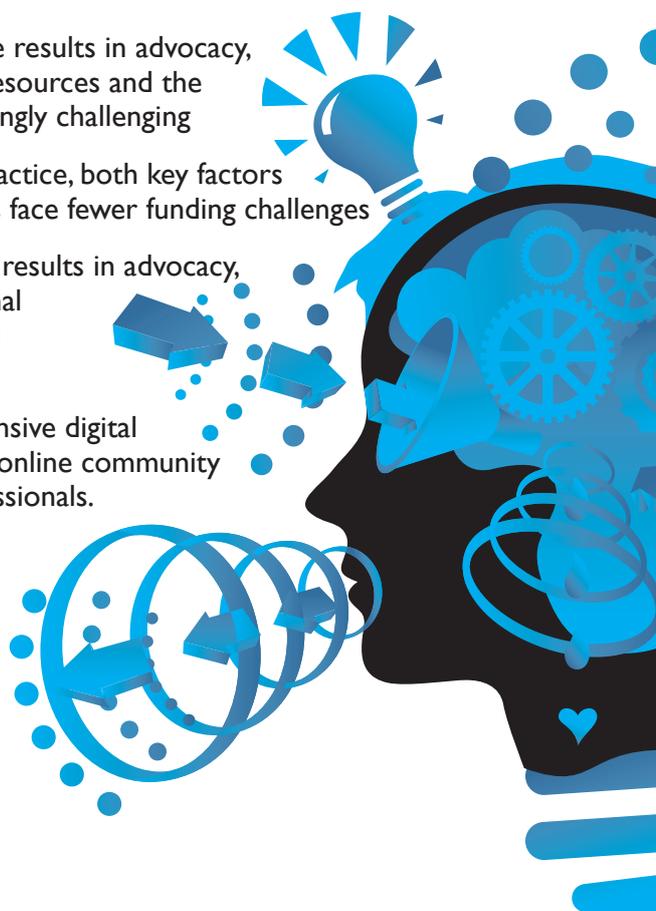
***“Extremely well organised course.”***

***“Very interesting and important topic.”***

***“Great pack of resources.”***

***“Excellent facilitation style.”***

***“Very thorough. In a word ‘excellent’!”***



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## LEARNING OUTCOMES

- Understand the main challenges inherent in evaluating advocacy, policy and campaigning work
- Be aware of the essential features of advocacy evaluation when developing a monitoring and evaluation framework
- Know how to apply theory of change in planning and evaluating your advocacy work
- Understand how to use and apply data collection tools which are useful in advocacy evaluation
- Be familiar with the key steps in conducting an advocacy impact assessment using Process Tracing.

## COURSE CONTENT

The course makes use of a range of learning approaches, including: presentations, group work, facilitated discussion sessions, and case studies. All participants will be provided with an annotated bibliography of reading materials in an easily accessible digital toolkit to help embed the course learning in practice. All participants will be given exclusive access to a growing community of practice via the Results in Advocacy online forum.

## WHO SHOULD ATTEND?

The course is designed for advocates and those engaged in monitoring and evaluating advocacy activities. The course is not suitable for those who are new to evaluation concepts, it has been designed for those with some experience in evaluation.

## DELIVERY STYLE

This is a participatory course with a comprehensive mix of theory, practice and dialogue. Participants will be encouraged to learn by using examples from their own advocacy work and practice.

## COST

£600 +VAT. The course fee includes lunch and refreshments on both days, a digital toolkit of resources and access to our online community of practice.

## HOW TO BOOK

We encourage you to book early for this exciting course as places are limited. You can book your place on our website: [www.pamoja.uk.com/training](http://www.pamoja.uk.com/training). Alternatively you can book by calling 01273 509 683

## ABOUT THE FACILITATOR

The course has been designed and will be facilitated by Gavin Stedman-Bryce, Head of Research and Evaluation at Pamoja.

A respected evaluation professional, Gavin specialises in advocacy impact assessment, notably supporting Oxfam Great Britain to pilot Process Tracing - a rigorous non-experimental approach to advocacy evaluation - in Africa.

