

## Pathfinder: Resource List

Pathfinder is a practical guide to the advocacy evaluation process. This resource list is a supplement to Pathfinder. It provides a listing of the best, up-to-date sources relevant to each topic discussed in Pathfinder. Many of these resources apply to multiple Pathfinder topics—not just the topic it is listed under. We draw on these resources in our own work, and we hope you find them helpful, too.

| Background Information:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Recommended for:</b>                  |
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| Innovation Network, Inc. (2008). Speaking for themselves: Advocates' perspectives on evaluation. Washington, DC: Innovation Network, Inc. <a href="http://www.innonet.org/resources/node/307">http://www.innonet.org/resources/node/307</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ☑ Advocates<br>☑ Funders<br>☑ Evaluators |
| Based on Innovation Network's research, <i>Speaking for Themselves</i> examines advocated views on evaluation, the advocacy strategies and capacities they find effective, and current evaluation practices. The report includes recommendations for advocates, funders, and evaluators.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | d                                        |
| Coffman, J. (2009). Framing paper: Current advocacy evaluation practice. Los Angeles, Company The California Endowment. <a href="http://www.calendow.org/uploadedFiles/Evaluation/TCE%20Framing%20Paper%2">http://www.calendow.org/uploadedFiles/Evaluation/TCE%20Framing%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20Paper%20P</a> | ☑ Funders                                |
| Written for the Advocacy Evaluation Advances convening in January 2009, this pap summarizes the current state of advocacy evaluation practice. The paper identifie evaluation design questions and then offers common responses to those questions. Who will do the evaluation?; What will the evaluation measure?; When will the evaluation take place?; and What methodology will the evaluation use?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | s four                                   |

**Evaluation Purpose:** Recommended for:

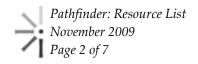
Guthrie, K., Louie, J., & Foster, C.C. (2005). The challenge of assessing policy and advocacy Research & Design.

☑ Advocates

☑ Evaluators

http://www.blueprintrd.com/text/challenge assess.pdf

Produced for The California Endowment, this publication begins with an overview of the advocacy evaluation field and outlines a "prospective evaluation approach" which (in contrast to a retrospective approach) allows evaluation to become a management and planning tool. It offers steps for developing such an advocacy evaluation.



| <b>Evaluation Purpo</b> | se (continued): |
|-------------------------|-----------------|
|-------------------------|-----------------|

Recommended for:

Aspen Institute's Global Interdependence Initiative. *Continuous Progress evaluation guide for advocates*. Retrieved from <a href="http://fp.continuousprogress.org/advocates">http://fp.continuousprogress.org/advocates</a> ✓ Funders

Aspen Institute's Global Interdependence Initiative. *Continuous Progress evaluation guides* for grantmakers. Retrieved from <a href="http://fp.continuousprogress.org/grantmakers">http://fp.continuousprogress.org/grantmakers</a>

Continuous Progress is an online collection of planning and evaluation tools and services for advocates and funders. Their featured project, the "Advocacy Progress Planner," is an online tool based on the Advocacy & Policy Change Composite Logic Model.

Coffman, J. & Harris, E. (2005) Ask the expert: What is strategic learning and how do you develop an organizational culture that encourages it? *The Evaluation Exchange*, 11(2), 8.

☑ Advocates☑ Funders☑ Evaluators

http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/evaluation-methodology/what-is-strategic-learning-and-how-do-you-develop-an-organizational-culture-that-encourages-it

In this newsletter article, John A. Healy, Director of Strategic Learning and Evaluation at The Atlantic Philanthropies, shares ways to position learning as an organizational priority.

## **Roles and Responsibilities:**

**Recommended for:** 

UNICEF. Internal vs. external evaluation. Retrieved from <a href="http://www.ceecis.org/remf/Service3/unicef\_rus/module3/docs/3-2-3">http://www.ceecis.org/remf/Service3/unicef\_rus/module3/docs/3-2-3</a> internal-vs-external-evaluation.doc

✓ Advocates✓ Funders

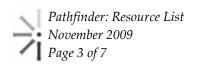
Few resources exist that thoroughly and accurately describe when to choose an internal and/or an external evaluator to conduct an evaluation. This one-page resource provides a helpful, concise comparison between internal and external evaluators

Stufflebeam, D. (1999). *Evaluation contracts checklist*. Kalamazoo, MI: Western Michigan University.

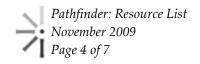
✓ Advocates✓ Funders

http://www.wmich.edu/evalctr/checklists/contracts.pdf

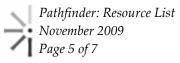
Dr. Daniel Stufflebeam, founder of Western Michigan University's The Evaluation Center, shares his checklist for coming to agreement on an evaluation contract. This resource is particularly helpful for funders and advocates preparing for the first time to work with an external evaluator.



| heory of Change: Recommended for:                                                                                                                                           |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Aspen Institute's Global Interdependence Initiative. Advocacy progress planner: An advocacy                                                                                 | Advocates    |
| & policy change composite logic model. Retrieved from                                                                                                                       | ☑ Funders    |
| http://www.planning.continuousprogress.org/                                                                                                                                 | ☑ Evaluators |
|                                                                                                                                                                             |              |
| This online tool walks the user through the construction of a composite logic model.                                                                                        |              |
| Definitions and tips are offered throughout the process, and the end product is a                                                                                           |              |
| customized composite logic model.                                                                                                                                           |              |
|                                                                                                                                                                             |              |
| Coffman, Julia. (2009). A user's guide to advocacy evaluation planning. Cambridge, MA:                                                                                      | Advocates    |
| Harvard Family Research Project.                                                                                                                                            | ✓ Funders    |
| http://www.hfrp.org/evaluation/publications-resources/a-user-s-guide-to-advocacy-                                                                                           | ☑ Evaluators |
| evaluation-planning                                                                                                                                                         |              |
|                                                                                                                                                                             |              |
| This guide offers guidance on how to evaluate advocacy efforts by introducing several                                                                                       |              |
| key evaluation planning steps using the composite logic model.                                                                                                              |              |
|                                                                                                                                                                             |              |
| Organizational Research Services, Inc. (2008). <i>Orientation to theory of change</i> . Seattle, WA:                                                                        | ☑ Advocates  |
| Organizational Research Services, Inc.                                                                                                                                      | ✓ Funders    |
| http://www.organizationalresearch.com/publications/orientation_to_theory_                                                                                                   | Evaluators   |
| of_change.pdf                                                                                                                                                               |              |
|                                                                                                                                                                             |              |
| Organizational Research Services produced this worksheet to introduce a theory of                                                                                           |              |
| change and the "Layer Cake" model.                                                                                                                                          |              |
|                                                                                                                                                                             |              |
| Harris, E. (2005) Ask the expert: An introduction to theory of change. <i>The Evaluation</i>                                                                                | ☑ Advocates  |
| Exchange, 11(2), 12.                                                                                                                                                        | ☑ Funders    |
| http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/evaluation-                                                                                            | ☑ Evaluators |
| methodology/an-introduction-to-theory-of-change                                                                                                                             |              |
|                                                                                                                                                                             |              |
| In this newsletter article, Andrea Anderson, a research associate at the Aspen Institute                                                                                    |              |
| Roundtable on Community Change, shares an introduction to theory of change and                                                                                              |              |
| steps for creating a theory of change.                                                                                                                                      |              |
| What to make the second                                                                                                                                                     |              |
|                                                                                                                                                                             | mmended for: |
| Guthrie, K., Louie, J., & Foster, C.C. (2006). <i>The challenge of assessing policy and advocacy</i>                                                                        | ☑ Advocates  |
| activities: Part II—Moving from theory to practice. San Francisco, CA: Blueprint                                                                                            | ☑ Funders    |
| Research & Design.                                                                                                                                                          | ☑ Evaluators |
| http://www.blueprintrd.com/text/06 10 challengeofassessing.pdf                                                                                                              |              |
| This report produced for The California Endowment conthesizes the results of a series                                                                                       |              |
| This report, produced for The California Endowment, synthesizes the results of a series                                                                                     |              |
| of discussions that were a response to Blueprint's October 2005 report, "The challenge of assessing policy and advocacy activities: Strategies for a prospective evaluation |              |
| approach." The publication focuses on data collection planning, defining benchmarks                                                                                         |              |
|                                                                                                                                                                             |              |
| and indicators, collecting data, and using findings.                                                                                                                        |              |

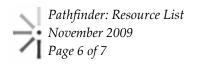


| What to measure (continued):                                                                  | Recommended for:         |
|-----------------------------------------------------------------------------------------------|--------------------------|
| Raynor, J., York, P., & Sim, S. (2009). What makes an effective advocacy organization? A      | ☑ Advocates              |
| framework for determining advocacy capacity. San Francisco, CA: TCC Group.                    | ☑ Funders                |
| http://www.tccgrp.com/pdfs/EffectiveAdvocacy_final.pdf                                        | ☑ Evaluators             |
|                                                                                               |                          |
| Based on its evaluation of a cohort of advocacy groups funded by The California               |                          |
| Endowment, TCC Group discussed four critical capacities for advocacy organization             |                          |
| leadership capacity, adaptive capacity, management capacity, and technical capacit            | :у.                      |
| 0 1 1 10 10 10 1 (2007) 4 1/4                                                                 | <b>57</b> A L .          |
| Organizational Research Services, Inc. (2007). A guide to measuring advocacy and policy.      | ☑ Advocates<br>☑ Funders |
| Baltimore, MD: Annie E. Casey Foundation.                                                     |                          |
| http://www.organizationalresearch.com/publications/                                           | ☑ Evaluators             |
| a guide to measuring advocacy and policy.pdf                                                  |                          |
| Organizational Research Services, Inc. (2007). A handbook of data collection tools. Baltim    | iore,                    |
| MD: Annie E. Casey Foundation.                                                                |                          |
| http://www.organizationalresearch.com/publications/                                           |                          |
| a handbook of data collection tools.pdf                                                       |                          |
| First, the guide provides advice for conducting an advocacy evaluation. Material is           |                          |
| presented in two main sections: Context of Measuring Advocacy and Policy Change               |                          |
| Efforts and Designing Appropriate Evaluation. Next, the handbook provides example             |                          |
| data collection instruments and tools for advocacy evaluation.                                | C3 01                    |
| data concector instruments and tools for advocacy evaluation.                                 |                          |
| Coffman, J. (2007). What's different about evaluating advocacy and policy change? The         | ☑ Advocates              |
| Evaluation Exchange, 13(1), 2.                                                                | ☑ Funders                |
| http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/advocacy-                |                          |
| policy-change/what-s-different-about-evaluating-advocacy-and-policy-change                    |                          |
|                                                                                               |                          |
| In this article, Julia Coffman highlights the differences inherent in evaluating advoca       | эсу                      |
| and policy change, and offers recommendations for evaluators who work in the fiel             | d.                       |
|                                                                                               |                          |
| Coffman, J. & Reed, E. (2009). <i>Unique methods in advocacy evaluation</i> . Retrieved from  | ☑ Evaluators             |
| http://www.innonet.org/resources/node/390                                                     |                          |
| This hair for an about the California Forder was a described for a second state.              |                          |
| This brief, produced for the California Endowment, describes four new methods                 |                          |
| developed to respond to advocacy's unique measurement challenges: Bellwether                  |                          |
| Methodology; Policymaker Ratings; Intense Period Debriefs; and System Mapping.                |                          |
| Beer, T. & Reed, E. (2009). A model for multilevel advocacy evaluation. <i>The Foundation</i> | ☑ Funders                |
| Review, 1(3), 149-161.                                                                        | ☑ Evaluators             |
| http://www.innonet.org/resources/node/469                                                     | E Evaluators             |
| incept to www.iiiiionectorg/resources/riode/ 403                                              |                          |
| An evaluator and funder discuss an ongoing evaluation designed to build grantees'             |                          |
| capacity to evaluate their work and incorporate real-time feedback into their strate          | gies;                    |
| monitor the progress of each grantee toward its unique policy goals; and assess gro           |                          |
| in capacity of the health advocacy community of Colorado as a whole.                          |                          |
|                                                                                               |                          |

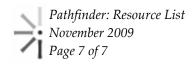


| Analysis, Reflection, and Data Use:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | mmended for:                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| Coffman, J. (2003). Lessons in evaluating communications campaigns: Five case studies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Advocates                                  |
| Cambridge, MA: Harvard Family Research Project.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ☑ Funders                                  |
| http://www.hfrp.org/publications-resources/browse-our-publications/lessons-in-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ☑ Evaluators                               |
| <u>evaluating-communications-campaigns-five-case-studies</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                            |
| Julia Coffman of the Harvard Family Research Project discusses the evaluation of five communications campaigns, including the methods used for data collection and analysis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                            |
| Mayne, J. (2008). Contribution analysis: An approach to exploring cause and effect. ILAC Brief 16. Retrieved from <a href="http://www.cgiar-ilac.org/files/publications/briefs/ILAC Brief16">http://www.cgiar-ilac.org/files/publications/briefs/ILAC Brief16</a> Contribution Analysis.pdf                                                                                                                                                                                                                                                                                                                                                                | f ☑ Advocates<br>☑ Funders<br>☑ Evaluators |
| In this brief from Biodiversity International's Institutional Learning and Change Initiativ (ILAC), John Mayne discusses the steps involved in contribution analysis. Contribution analysis is an approach that tests a theory of change against logic and evidence to understand the likelihood that an intervention contributed to an observed change. The analysis either confirms—verifies—the postulated theory of change or suggests revisions in the theory where the reality appears otherwise.                                                                                                                                                    |                                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                            |
| Communications and Reporting: Reco                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ommended for:                              |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                            |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). <i>Clinic Consortia Policy and Advocacy Program: Evaluation executive summary</i> . Los Angeles, CA: The California Endowment.                                                                                                                                                                                                                                                                                                                                                                                                                   | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). <i>Clinic Consortia Policy and Advocacy Program: Evaluation executive summary</i> . Los Angeles, CA: The California Endowment. <a href="http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/">http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/</a>                                                                                                                                                                                                                                                       | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). <i>Clinic Consortia Policy and Advocacy Program: Evaluation executive summary</i> . Los Angeles, CA: The California Endowment.                                                                                                                                                                                                                                                                                                                                                                                                                   | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary. Los Angeles, CA: The California Endowment. <a href="http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia">http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia ExSum 9.pdf</a>                                                                                                                                                                                                                     | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary. Los Angeles, CA: The California Endowment. <a href="http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia">http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia</a> ExSum 9.pdf  This resource provides a useful example of reporting advocacy evaluation findings to a                                                                                                                             | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary. Los Angeles, CA: The California Endowment. <a href="http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia">http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia ExSum 9.pdf</a>                                                                                                                                                                                                                     | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary.  Los Angeles, CA: The California Endowment. <a href="http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia ExSum 9.pdf">http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia ExSum 9.pdf</a> This resource provides a useful example of reporting advocacy evaluation findings to a diverse range of stakeholders and audiences. It describes results from 2004 to 2006,                            | ☑ Funders                                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary. Los Angeles, CA: The California Endowment.  http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia ExSum 9.pdf  This resource provides a useful example of reporting advocacy evaluation findings to a diverse range of stakeholders and audiences. It describes results from 2004 to 2006, focusing on program outcomes of the grantee population.                                                                                   | ☑ Funders<br>☑ Evaluators                  |
| Philip R. Lee Institute for Health Policy Studies of the University of California, San Francisco. (2008). Clinic Consortia Policy and Advocacy Program: Evaluation executive summary. Los Angeles, CA: The California Endowment.  http://www.calendow.org/uploadedFiles/Publications/Evaluation/General/ClinicConsortia ExSum 9.pdf  This resource provides a useful example of reporting advocacy evaluation findings to a diverse range of stakeholders and audiences. It describes results from 2004 to 2006, focusing on program outcomes of the grantee population.  Clear Horizon. (2008). Participatory performance story reporting. Retrieved from | ☑ Funders ☑ Evaluators ☑ Advocates         |

intervention has contributed to outcomes, trying to answer the "impact" question.



| Communications and Reporting (continued): Reco                                                                                                                                                                                                                                                                                                                                                                                        | mmended for:              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| University of Wisconsin-Extension. (2002). Quick tips: Basics of good evaluation reporting.                                                                                                                                                                                                                                                                                                                                           | Advocates                 |
| Madison, WI: Board of Regents University of Wisconsin System                                                                                                                                                                                                                                                                                                                                                                          | ☑ Funders                 |
| http://www.uwex.edu/ces/pdande/resources/pdf/Tipsheet14.pdf                                                                                                                                                                                                                                                                                                                                                                           | ☑ Evaluators              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |
| This short and concise guide provides useful tips for evaluation reporting.                                                                                                                                                                                                                                                                                                                                                           |                           |
| Grant Making Decisions: Reco                                                                                                                                                                                                                                                                                                                                                                                                          | mmended for:              |
| Morariu, J. & Brennan, K. (2009). Effective advocacy evaluation: The role of funders. <i>The</i>                                                                                                                                                                                                                                                                                                                                      | ☑ Funders                 |
| Foundation Review, 1(3), 100-108.                                                                                                                                                                                                                                                                                                                                                                                                     | E l'ullucis               |
| http://www.innonet.org/resources/node/470                                                                                                                                                                                                                                                                                                                                                                                             |                           |
| This paper addresses the role of funders in supporting accountability and effectiveness in advocacy work. Incorporating survey findings, interview findings, and their consulting experience, the authors discuss various advocacy evaluation challenges and approaches. Recommendations to funders to increase nonprofit involvement in advocacy and use of advocacy evaluation are also provided.                                   | :                         |
| Egbert, M., & Hoechstetter, S. (2006). Mission possible: Evaluating advocacy grants.                                                                                                                                                                                                                                                                                                                                                  | ☑ Funders                 |
| Foundation News & Commentary, 47(1). Retrieved from                                                                                                                                                                                                                                                                                                                                                                                   | ☑ Evaluators              |
| www.foundationnews.org/CME/article.cfm?ID=3545                                                                                                                                                                                                                                                                                                                                                                                        |                           |
| www.iounductormews.org/enterfactoriesentiab=5545                                                                                                                                                                                                                                                                                                                                                                                      |                           |
| The article offers several advocacy evaluation tips to funders, including discussion of common expectations between funders and grantees, the adaptive nature of advocacy work, and contribution over attribution.                                                                                                                                                                                                                    |                           |
| Additional Resources: Reco                                                                                                                                                                                                                                                                                                                                                                                                            | mmended for:              |
| Innovation Network, Inc. Advocacy Evaluation Update (series). www.innonet.org.                                                                                                                                                                                                                                                                                                                                                        | ☑ Advocates               |
| , , , , , , , , , , , , , , , , , , , ,                                                                                                                                                                                                                                                                                                                                                                                               | ☑ Funders                 |
| The Advocacy Evaluation Update newsletter series highlights current events in advocacy evaluation and offers tools, tips, and resources.                                                                                                                                                                                                                                                                                              |                           |
| Coffman, J. (2008). Advocacy evaluation training scan. <i>Advocacy Evaluation Update</i> , 1(4).  Retrieved from                                                                                                                                                                                                                                                                                                                      | ☑ Advocates<br>☑ Funders  |
| http://www.innonet.org/resources/files/advocacy_evaluation_update_sept_2008.pdf                                                                                                                                                                                                                                                                                                                                                       | ☑ Evaluators              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |
| The training scan identified 14 organizations that reported providing customized advocacy evaluation training. The trainings cover a range of evaluation topics (theory or change/logic model; outcome selection; indicators/measures; and design/methods), and are designed for all audiences (advocates, funders, and evaluators). If you're looking to learn more about advocacy evaluation, this would be a great place to start. | f                         |
| Behrens, T. (Ed.). (2009). The Foundation Review, 1(3).                                                                                                                                                                                                                                                                                                                                                                               | ☑ Funders<br>☑ Evaluators |
| In its third issue, <i>Foundation Review</i> focused on advocacy and policy change. The issue provides eleven articles from an assortment of writers.                                                                                                                                                                                                                                                                                 |                           |



## **Additional Resources (continued):**

Recommended for:

American Evaluation Association's Advocacy and Policy Change Topical Interest Group.

☑ Evaluators

Membership and participation in AEA's Advocacy and Policy Change TIG is a great way to keep in touch with other evaluators, stay abreast of emerging approaches and tools, and to share your advocacy evaluation work. If you're interested in the TIG, contact Annette Gardner (annette [dot] gardner [at] ucsf [dot] edu).

All of these resources—and many more—are available through Innovation Network's online database of evaluation tools and resources, Point K. Free registration is Required: <a href="https://www.innonet.org/resources">www.innonet.org/resources</a>