

Advocacy as a Team Game— Evaluating Multi-Stakeholder Advocacy: Overview of Key Issues of Multi-Stakeholder Advocacy

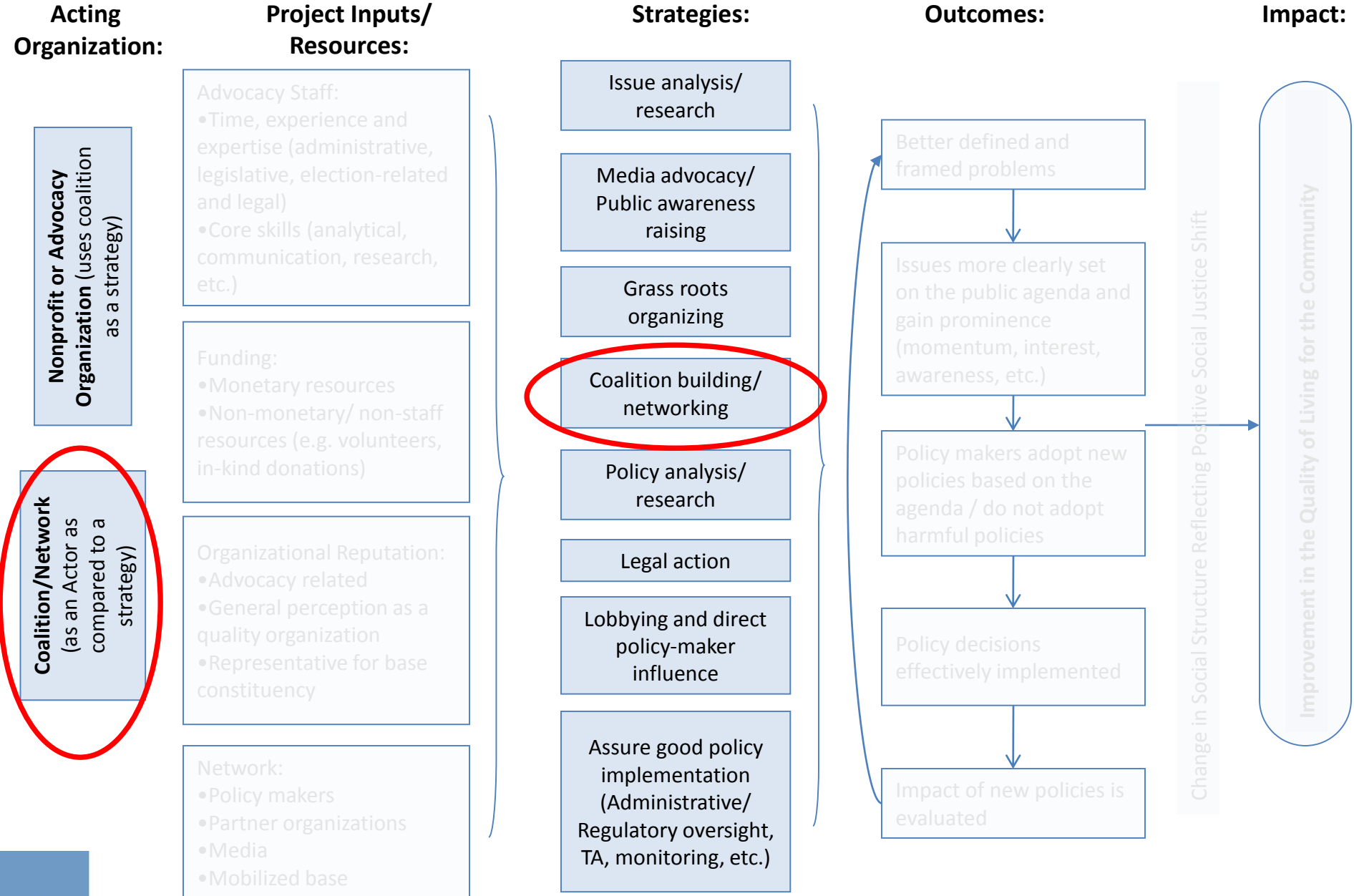
Evaluation 2015: Exemplary Evaluations in a Multicultural World
November 13, 2015

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Logic Model: Advocacy Initiatives



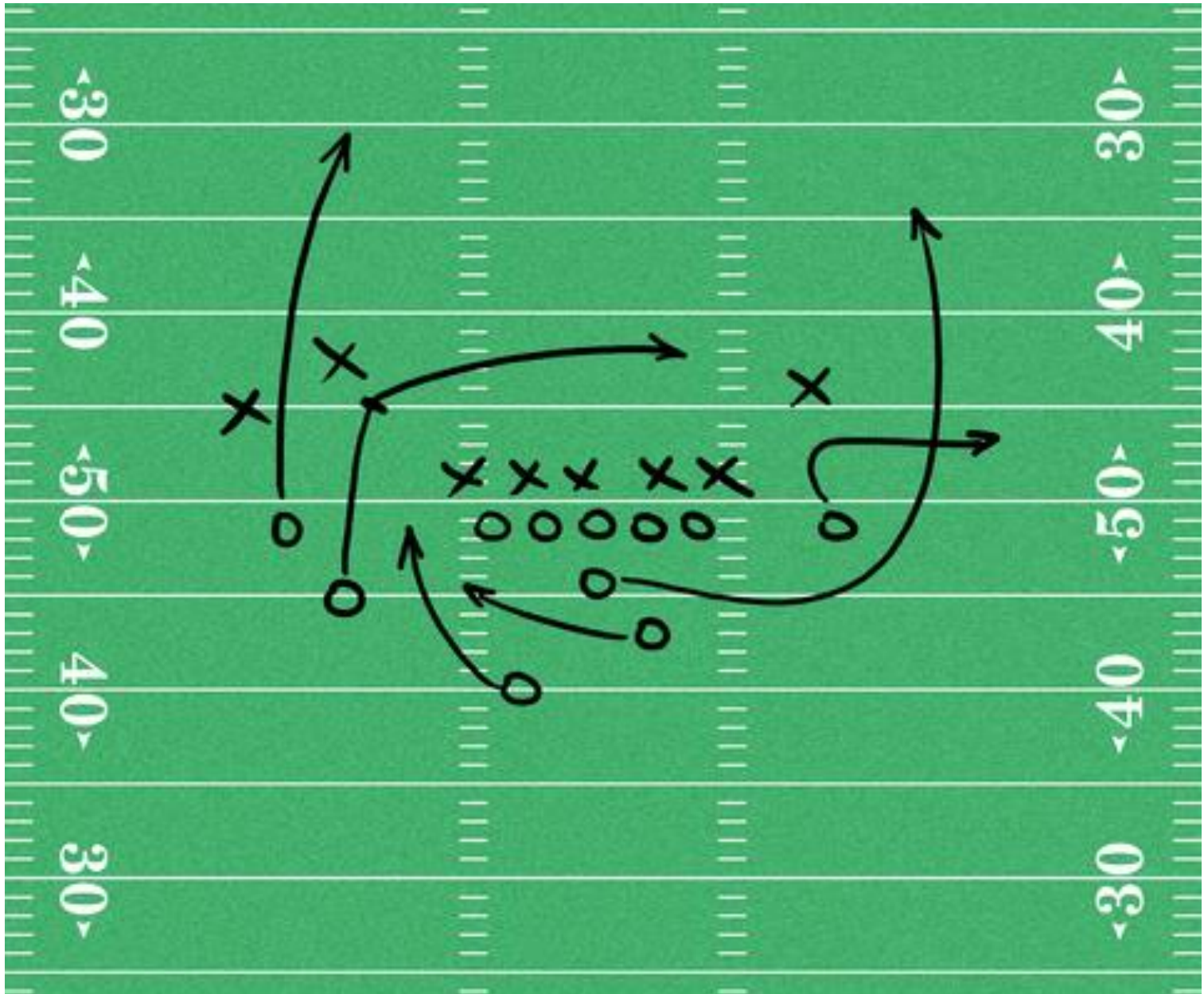
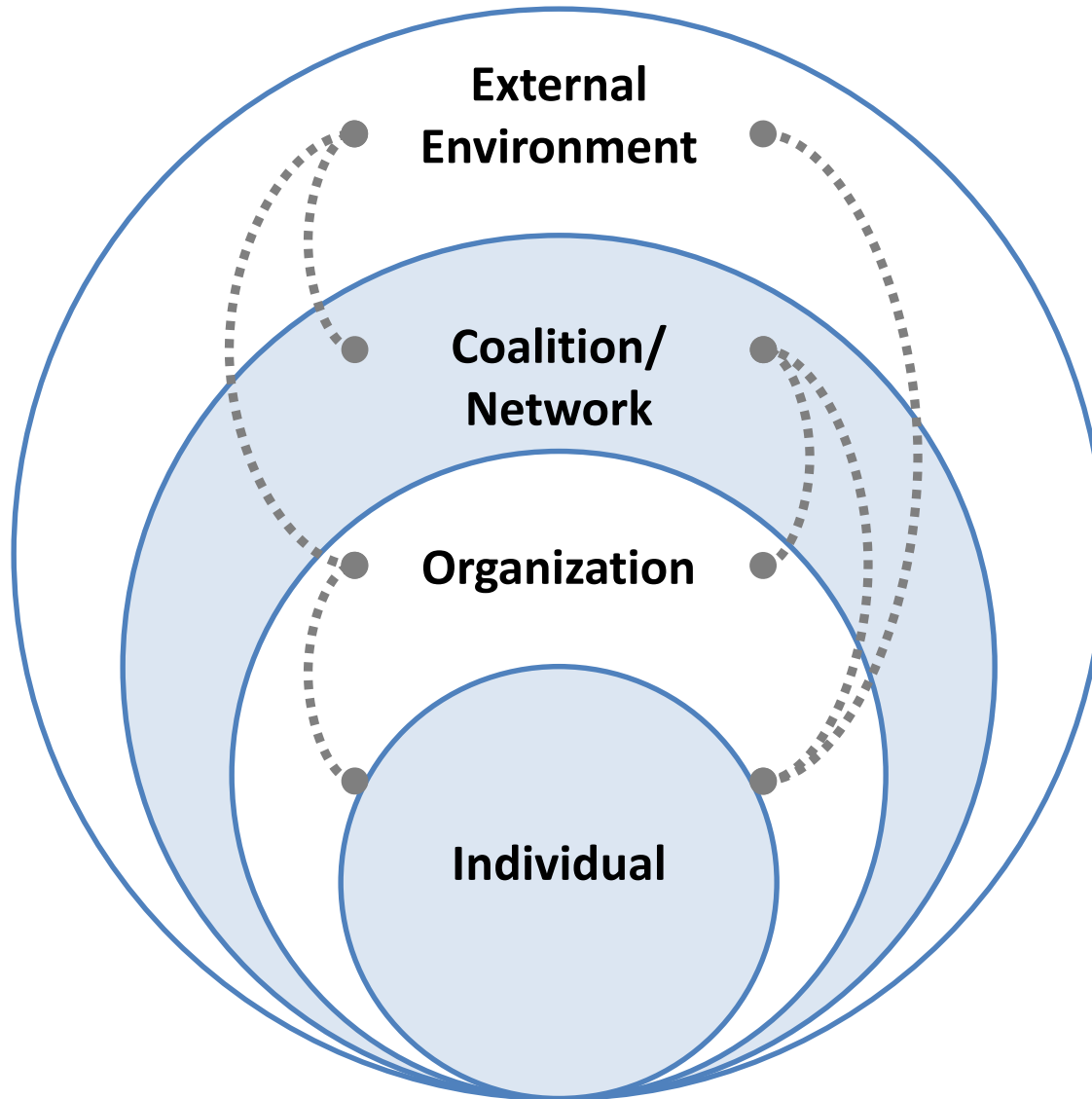


Image: www.donerightmarketingmedia.com

What Are We Evaluating?



| *What you see depends on where you sit:*

5 Evaluation Models in Campaigns

- 1) Retrospective
- 2) Formative
- 3) Developmental
- 4) Technical Assistance
- 5) Program Officer

What Challenges Does That Leave?

- Understanding Advocacy Strategy
- Parsing Impact
- Defining the Evaluation Parameters
- Balancing Interpersonal Dynamics

Understanding Advocacy Strategy



Images: quiltersdiary.com and www.mclalpacas.co.uk

Parsing Impact



Image: <https://www.flickr.com/photos/sdelc/4034702913>

Defining the Evaluation Parameters



Image: www.outsideonline.com

Balancing Interpersonal Dynamics



Solutions We Will Hear About

**Leveraging
the
evaluator**



**Audience
Discussion**



**Contribution
analysis**

**The players
and how they
position
themselves**



**Field
framing**

Leveraging the Evaluator

- Navigate power differentials
- Use to:
 - Build
 - Sustain
 - Reflect
- Understand how to position organizations in a network
- Help articulate goal destination and value proposition

