

Unique Methods in Advocacy Evaluation

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This resource describes four advocacy M&E methods for tracking policy change in fast-paced, complex advocacy environments.

For each method, the resource provides details of its development and use; set-by-step guidance on application; example applications and questions; assessment scales; and debrief questions where applicable.

1. **The Bellwether Methodology**

This method is for collecting information to assess:

- Whether an issue is on a local, state, or federal agenda;
- Level of political will as an advocacy outcome;
- The extent to which advocacy messages have penetrated policy debates;
- The likelihood of future policy change.

2. **Policymaker ratings**

A method for collecting information to monitor and evaluate policymaker support for a policy issue and how far that support is changing over time.

3. **Intense Period Debriefs**

A method for monitoring and evaluating policy change using short, focused, targeted discussions between advocacy practitioners.

4. **System Mapping**

A tool for monitoring the areas, component areas and relationships that advocacy efforts are aiming to change and in what ways they are changing.

The resource also provides a comparative table detailing for each method: when it may be appropriate method to use, and the type of data returned from its use. The table also provides a summary of other more common methods used in advocacy M&E.