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| Skills for change | Tutor notes |
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| Session: evaluate, evaluate, evaluate! To provide participants with an understanding of the importance of monitoring and evaluation and how they can apply this to their campaign planning. |
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### Objectives

They will:

* Discuss why monitoring and evaluation is key to the success of campaigning.

### Session timing

This session should last for 60 minutes.

### Audience and numbers

The audience for this session is students that would like to gain skills in campaigning. This session has been designed for 15-20 people.

### Learners previous knowledge of subject

This can be quite varied, so ensure you allow space for delegates that do have a higher level of knowledge to share their learning during discussions.

### Learning outcomes

* Understand why it is important to monitor and evaluate a campaign
* Learn practical ways to monitor and evaluate their campaign

### What you will need

* PowerPoint and projector
* Flipchart and pens
* Post-it notes
* Monitoring and evaluating hand out

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| Timings | What you need | Tutor activity | Delegate activity | Learning outcome |
| 15 minutes | PowerPoint presentation | Welcome participants, introductions and learning objectives.  Explain what we mean by monitoring and evaluation.  Ask students to get into the groups they worked in for the first two sessions and remind each other of their vision and effective campaign aim.  Invite each group to share back. | Listen and ask questions.  Talk through initial vision and campaign aims. Share new campaign aims they’ve identified since then.  Remind each other of the roots and solutions identified in their problem trees from the first session. | Remember original vision and campaign aims. |
| 10 minutes | PowerPoint presentation  Post-it notes  Flipchart paper and pens | **The importance of monitoring and evaluation.**  Introduce the activity – participants will have a few minutes to speak to the person next to them about why it is important that we monitor and evaluate the progress of a campaign.  Split delegates into pairs.  Facilitate the group work.  Feedback – identify common themes and feedback to the group. | In pairs – Use post-it notes to put ideas on the importance of monitoring and evaluating.  The ideas will then be put onto a flipchart in the room. |  |
| 10 minutes |  | **A monitoring and evaluation framework** Introduce the group to the example campaign – Hidden Course Costs (**Slide 5**). | Listen and ask questions. | Understand a monitoring and evaluating framework. |

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| Timings | What you need | Tutor activity | Delegate activity | Learning outcome |
| 15 minutes | PowerPoint presentation | **Slide 6**. Talk through the Monitoring and evaluation table, explaining each column.  Give each group a Monitoring and Evaluation Framework handout and get them to fill it in.  Ask each group to feed back on one of their rows. | Complete the framework for their campaign.  Feed back. |  |
| 10 minutes | PowerPoint presentation | **Avoiding the pitfalls (slide 7)**  Here are some handy hints to ensure that you successfully monitor and evaluate your campaign activity.  Talk through the points listed at the end of these tutor notes.  Ask for further contributions from the learners.  Recap learning objectives and thank students for attending.  This is the last session of Skills for Change. Ask students to tweet their next steps on the #skillsforchange hashtag. | Listen and reflect.  Participate and ask questions. | Show understanding of the pitfalls that can exist. |

## Avoiding the pitfalls (slide 7)

* **Factor monitoring and evaluation into the planning stage:** Monitoring and evaluation is not something to simply bolt on at the end. This needs to be factored in the planning of your campaign. How will you measure success and how will you ensure that the campaign is working to achieve the aims and objectives of the campaign?
* **Measure the impacts in time:** It is crucial to have your own benchmark about impact and how you intent to achieve it. If your campaign is not making a difference to the lives of your members. Why do it? Having a good understanding of your aim(s), outcomes and activities is the first step in meaningful evaluation. Your campaign plan should give you this – measuring outputs, e.g. the number of supporters you have is important, but only so far as it enables you to understand your progress in achieving your aim.
* Ensure you are measuring outcomes as part of your work to measure impact, as focusing solely on impact will leave you with very long planning cycles and you will need to understand progress and communicate to your supporters.
* **Build evidence, not proof:** Don’t worry about establishing attribution beyond doubt, focus on contribution – i.e. the weight of evidence suggests your campaign activities contributed to x outcome.
* **Teamwork:** Your evaluation needn’t be complex – collecting evidence & reflecting on progress should help you be more effective and save you time.
* Campaigns rarely succeed without the help of others. Ensure that you make sure to thank those that helped you out along the way. If you are working in partnership with others why not put their badge on your website and use them in your publicity material?
* **Plan how to communicate your results:** How are you going to communicate to your members? You can’t be held accountable if you do not communicate. Making information open and available can help you justify the deployment of resources to your campaigns and help motivate supporters by allowing you to promote success.
* **Some information is better than none:** If you can collect some information that is better than nothing, if you have no time at all.
* **Establish the link to action and make it participative:** Ensure your data is based on campaign actions. Why not make it participative and involve all campaigners in evaluation? Ask campaigners/supporters to give their opinions on progress along the way at actions and afterwards. Don’t think about evaluation as happening from the top-down by one campaign evaluator, although you will need to collate data, make it a part of the campaign, the information will be richer as a result!
* **Create a learning culture:** Train everyone up in evaluation and ensure you keep evaluating, make it part of your working practices and work planning.