

STANDARD SECTOR INDICATOR CODE: CED-003	Effective Advocacy: Number of organizations or community groups, out of the total number of organizations or community groups the Volunteer/partner worked with, that demonstrated more effective advocacy. (CED-003)	
CED SECTOR	Sector Schematic Alignment Project Area: Organizational Development Project Activity Area/Training Package: Advocacy	
Type: Outcome	Unit of Measure: Organizations or Community Groups	Disaggregation: NONE

Definitions:

Partner/s—refers to the local counterpart who is co-facilitating advocacy promotion activities with the Volunteer

Advocacy – the process or act of supporting a cause

Change in Policy or Legislation—includes policy changes at the community level as a result of an awareness campaign. (i.e., at schools, health centers, town councils). An example would be a school abandoning its corporal punishment policy or a health center increasing its outreach services to transient populations not easily served by the standing clinic building.)

Change in Resource Allocation—positively influencing decisions about the distribution of resources (financial, material or human) that supports a cause

Networking—the act of bringing people or organizations together for a common purpose to share ideas, find solutions, and build coalitions

Civil Society—a collection of people who come together democratically in groups or organizations (distinct from government and business) to give a voice to a common cause for the betterment of society

Civic participation – Individual and collective actions designed to identify and address issues of public concern. (American Psychological Association, 2007).

Effective Advocacy—leads to positive outcome for communities (increased dialogue, raised profile of the issue, changed opinion, changed rhetoric, change in written publications; changed policy, change in legislation, change in resource allocation, change in people’s lives as a result);

- civil society networks strengthening (change in individual members’ skills, capacity, knowledge and effectiveness, change in group’s capacity, greater synergy in networks, change in collaboration; increased effectiveness of civil society work, civil groups active in influencing decision makers to benefit poor people, civil groups monitor policy implementation, effective and sustainable partnerships and networks);
- people-centered policy making (greater awareness of individual rights and power systems that withhold those rights, change in local people’s capacity to mobilize and advocate on their behalf, increased reporting of right violations, existence of systems to monitor rights, claims made by CBOs to enforce rights; improved access to basic rights); greater democratic space for civil society – increasing access and influence of disenfranchised groups such as women in debates and decision making (greater freedom of expression, greater acceptance of civil groups, existence of for a for civil society groups, increased legitimacy of civil society groups; increased participation of civil society in

influencing decisions, change in accountability and transparency of public institutions) (Chapman, Jennifer, (2002) Monitoring and Evaluating Advocacy. PLA Notes, 43: 48-52)

Rationale: An increase in the number of organizations that demonstrate effective advocacy shows an increased capacity for civil society organizations to be effective in building support for a cause or issue that may lead to positive change.

Measurement Notes:

- 1. Sample Tools and/or Possible Methods (for Peace Corps staff use):** Volunteers should use data collection tools to measure progress against project indicators. A data collection tool to measure this indicator could be based on [one of the](#) following methods—observation, interview—though there may be other data collection methods that are appropriate as well. For more information on the suggested methods, please see [Appendix I in the MRE Toolkit](#). Also be sure to check [this link](#) on the intranet page as sample tools are regularly uploaded for post use. Once a tool has been developed, post staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use.
- 2. General Data Collection for Volunteer Activities:** All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see “Frequency of Measurement”).
- 3. Activity-Level Baseline Data Collection:** Activity-level baseline data should be collected by Volunteers/partners before or at the start of their activities with an organization/community group or a group of organizations/community groups to demonstrate more effective advocacy. It provides a basis for planning and/or assessing subsequent progress or impact with these same organizations or community groups. Volunteers should take a baseline measurement regarding the outcome(s) defined in this data sheet. Volunteers should collect baseline information early in their work with organizations or community groups demonstrating more effective advocacy, and may use their judgment to determine timing because the information will be more accurate if the Volunteer has built some trust with these organizations or community groups first. The information for the baseline measurement will be the same or very similar to the information that will be collected in the follow-on measurement (see “Frequency of Measurement”) after the Volunteer has conducted his/her activities and it is usually collected using the same data collection tool to allow for easy management of the data over time.

Because Volunteers are expected to implement relevant and focused activities that will promote specific changes within a target population (see “Unit of Measure”), taking a baseline measurement helps Volunteers to develop a more realistic snapshot of where organizations or community groups within the target population are in their process of change instead of assuming that they are starting at “0.” It also sets up Volunteers to be able to see in concrete terms what influence their work is having on the organizations or community groups they work with during their service. Please note that data collection is a sensitive process and so Volunteers will not want to take a baseline measurement until they have been able to do some relationship and trust-building with the person/people the Volunteer is working with, and developed an understanding of cultural norms and gender dynamics.

- 4. Frequency of Measurement:** For reporting accurately on this outcome indicator, Volunteers must take a minimum of two measurements with members of the target population reached with their activities. After taking the baseline measurement (described above), Volunteers should take at least one follow-on measurement with the same organization(s) or community group(s), typically after completing one or more activities focused on achieving the outcome in this indicator and once they have determined that the timing is appropriate to expect that the outcome has been achieved. Please note that successful documentation of a behavior change or new practice may not be immediately apparent following the completion of activities and may need to be planned for at a later time. Once Volunteers have measured that at least one organization or community group has achieved the indicator, they should report on it in their next VRF.

Volunteers may determine to take more than one baseline and one follow-on measurement with the same organization (or group of organizations) for the following valid reasons:

- Volunteers may want to measure whether or not any additional organizations initially reached with activities have now achieved the outcome in the indicator, particularly for any activities that are on-going in nature (no clear end date);
- Volunteers may want to enhance their own learning and the implementation of their activities by using the data collected as an effective monitoring tool and feedback mechanism for the need to improve or increase their activities;
- A Peace Corps project in a particular country may choose to increase the frequency of measurement of the indicator and Volunteers assigned to that project will be required to follow in-country guidance.

In all cases, any additional data collection above the minimum expectation should be based on the time, resources, accessibility to the target population, and the value to be gained versus the burden of collecting the data. Following any additional measurements taken, Volunteers should report on any new organizations or community groups achieving the outcome in their next VRF.

- 5. Definition of Change:** The minimum change to report against this indicator is an organization or community group that demonstrated more effective advocacy than when measured initially at baseline. This can be based on type of action, or number of individuals/ locations the action affects.
- 6. General Reporting in the VRF:** The “number achieved” (or numerator) that Volunteers will report against for this indicator in their VRFs is the number of organizations or community groups that have demonstrated more effective advocacy in the ways listed, after working with the Volunteer/partner. The “total number” (or denominator) that Volunteers will report on for this indicator in their VRFs is the total number of organizations or community groups that participated in the activities designed to meet this indicator.
- 7. Reporting on Disaggregated Data in the VRF:** This indicator is not disaggregated.

Data Quality Assessments (DQA): DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE Toolkit.

Alignment with Summary Indicator: NO LINK

