**Advocacy & Campaign Impact Reporting**

Regularly finding time to monitor and record Advocacy and Campaigning work allows organisations to reflect on approaches and change strategies, alongside documenting and charting progress over time. This documentation process can be enormously helpful if you want to record future achievements.

Every organisation will have a different way of doing this. There is no ‘right’ way, as long as the process facilitates a learning discussion between teams and stakeholders and informs future work.

At Save the Children we focus in our trying to answer 4 key questions every six months and use the below template to record this once a year:

* What has been the most significant change in your environment and why is it significant?
* What progress or digression have you seen against the objectives?
* What assumptions have you made?
* What have you learnt and what changes will you make to your plan?

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| **OBJECTIVE 1** | |
| 1. **What is your objective?** | |
| What are the changes you are trying to achieve through your advocacy work? | *Please write answer here.* |
| Have you achieved this advocacy objective? | Yes (if so have you documented it using the impact  and contribution tool?)  Not just yet |
| 1. **What progress have you made this year to achieve your objective and why is it significant?** | |
| If you haven’t yet achieved your objective you are likely to have seen changes in one or more of the following strategic areas – please tick which are relevant:  Increased access to decision makers / developing relationships  Increased respect and recognition of contribution in policy solutions  Identifying, aligning missions and strengthening partnerships / partners are actively engaging decision makers/public  Involvement in policy implementation  Raised awareness / people know about the issue  Shift in public attitudes / people care about the problem  Increased engagement and growth of committed activists/supporters  There has been digression on this issue | Provide more of an explanation and why this is important in your context  *eg. you might have met with your ministry, this is significant because it’s the first time an NGO have been able to hold this kind of meeting* |
| 1. **What has the contribution of your organisation been to the above developments?**   Low – it is likely this would have happened without our involvement  Medium – somewhere in the middle  High – it is unlikely that this would have happened without our involvement along with partners | *Please explain and give a rational for your rating* |
| 1. **What is the potential impact of this development?**   Low/ Medium – it is unclear  High – it is clear that this is a significant development in achieving the objectives | *Please explain and give a rational for your rating* |
| 1. **What evidence do you have?** | *This could include meeting minutes, statements of support, media articles* |
| 1. **How are you working with partners and children?** eg.networks, research agencies, authorities, implementing partners, jointly designing advocacy strategies, capacity building etc | *Please write answer here.* |
| 1. **Learning and reflection. What changes will you make to your advocacy approach and work?** (guiding questions below can be changed according to your own context) | |
| How has your context changed and what changes do your need to make to your work? | *Please write answer here.* |
| What assumptions have you made? | *Please write answer here.* |

**For more information contact measuringimpact@savethechildren.org**