**Guidance for writing After Activity Reviews**

In advocacy and campaigning very often strategies will focus resources on external opportunities or creating moments to drive change. These might include high level meetings, days of action, sporting events etc. Documenting these activities and events is important for three reasons:

1. It allows an organisation to review the input and reactions of advocacy targets and supporters and use this intelligence to revisit strategies and feed into future work.
2. It allows an organisation to document what went well and did not go well and how to improve a similar activity in the future.
3. It allows an organisations to produce documentation for knowledge management and evaluation purposes.

The After Activity Review is a simple way of consolidating views on a particular event which has had significant time and resources dedicated to it. It is not a formal evaluation but rather a cheaper and quicker way of gathering information from key people involved and sometimes external stakeholders.

**Process**

1. **Plan for the review** – in the project plan or strategy factor the review into the timelines. Ensure that stakeholders are aware that it will happen, ensure that someone is responsible and decide on a deadline. Ideally conduct the review within 2 weeks of an event concluding to ensure reflections are fresh in the minds of your stakeholders.
2. **Decide who to interview and how** – identify who are the most important internal and external person to interview as part of the process and how. You could hold skype discussions, learning meetings, surveys etc. The questions below can guide each of these tools.
3. **Write up the learning** utilising some or all of the following headings:
   1. Background and strategy (most of the detail for this section can be a summarised version of what currently exists in the strategy or project documents)
   2. Outcomes achieved and Save the Children’s contribution to outcomes (what were the main results of the activity and was our contribution clear – results could include how we coordinated internally, how we built our profile, how we built relationships)
   3. Lessons learnt and reflections for the next global advocacy opportunity (what were the main lessons learnt, what did we not do so well and how should we consider these lessons in the future)
   4. Any external views from stakeholders
   5. Next steps (suggestions for how we take learning into the next big opportunity
4. **Schedule time to review and change strategies based on your intelligence**

**Questions to guide the After Activity Review**

* What is the background to our engagement/ our objectives/ our strategy and was it clear from the outset what we were trying to do?
* What was the process/what happened? (including what went well and didn’t go well/ did we collaborate well with others)
* What setbacks, gaps or missed opportunities were there and how did we deal with these?
* Where there any negative outcomes?
* Did we accurately consider the external environment and opportunities?
* What was the reaction of targets and stakeholders? (Have there been any particular commitments to action that should be followed up and has the dialogue been positive or negative?)
* Have there been any references on our contribution or involvement?
* What are the next steps?
* What intelligence can we take forward into the next advocacy opportunity or future planning?
* What have we learnt?
* Is there any evidence?

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