

The world has **changed.**

Your approach to **evaluating advocacy** should change too.

/ the questions

The world has not been the same since early 2020. Multiple developments including COVID-19, racial justice awareness, threats to democracy, and increasing political polarization are driving the way organizations and funders work in the US. In 2022, TCC Group engaged in three research studies to contribute to a deeper understanding of how to evaluate advocacy today.

/the studies

On Policy Durability

- 20 interviews with experts, academics, governmental officials, and others
- 3 policy case studies
- Years of TCC experience on the subject
- Literature review

On Advocacy Coalitions

- 24 interviews with funders and coalition experts
- 5 organizational case studies
- Years of TCC experience on the subject
- Literature review

On Grassroots Advocacy Organizations

- 10 interviews with grassroots advocates and funders
- Years of TCC experience on the subject
- Literature review



/ the findings

Advocacy evaluators in the modern era should ask...

Is it Just?

- To what degree do guiding principles undergird the work?
- To what degree are all voices within a coalition heard and resourced?
- To what degree are there mechanisms to address power?

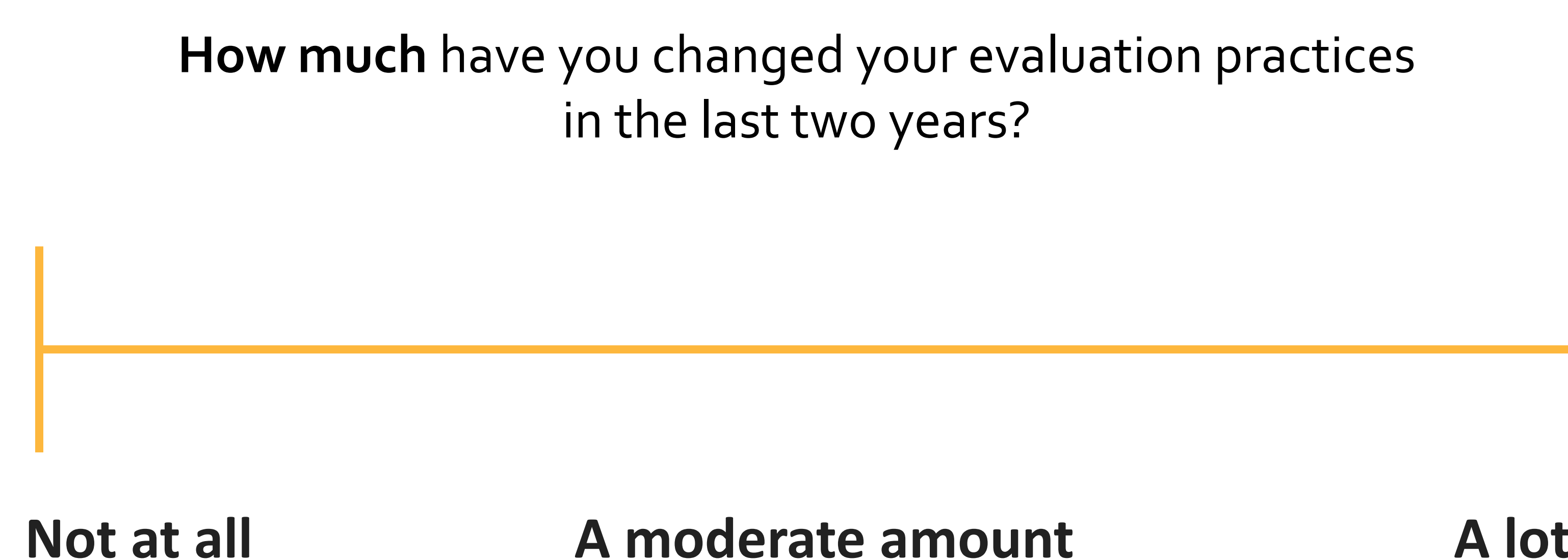
Is it Timely?

- In what ways are advocacy actors adapting to increasing issue partisanship?
- How are advocates planning for policy implementation in the midst of political upheavals?
- To what degree are current events leveraged to build confidence or momentum in a given policy?

Is it Effective?

- How effectively do funding patterns support advocacy organizations in their work?
- How clear and feasible are goals and timeframes?
- How credible is it that passed policy will be meaningfully enacted and actually endure?
- Are partnerships transactional or more trust-based?

/ the poll

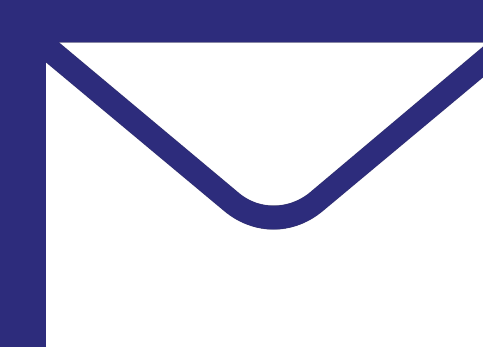


In what ways have you changed your evaluation practices in the last two years?

Via QR code: Submit response with code on the right
Via web browser: Submit response at slido.com with code 4017691



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