



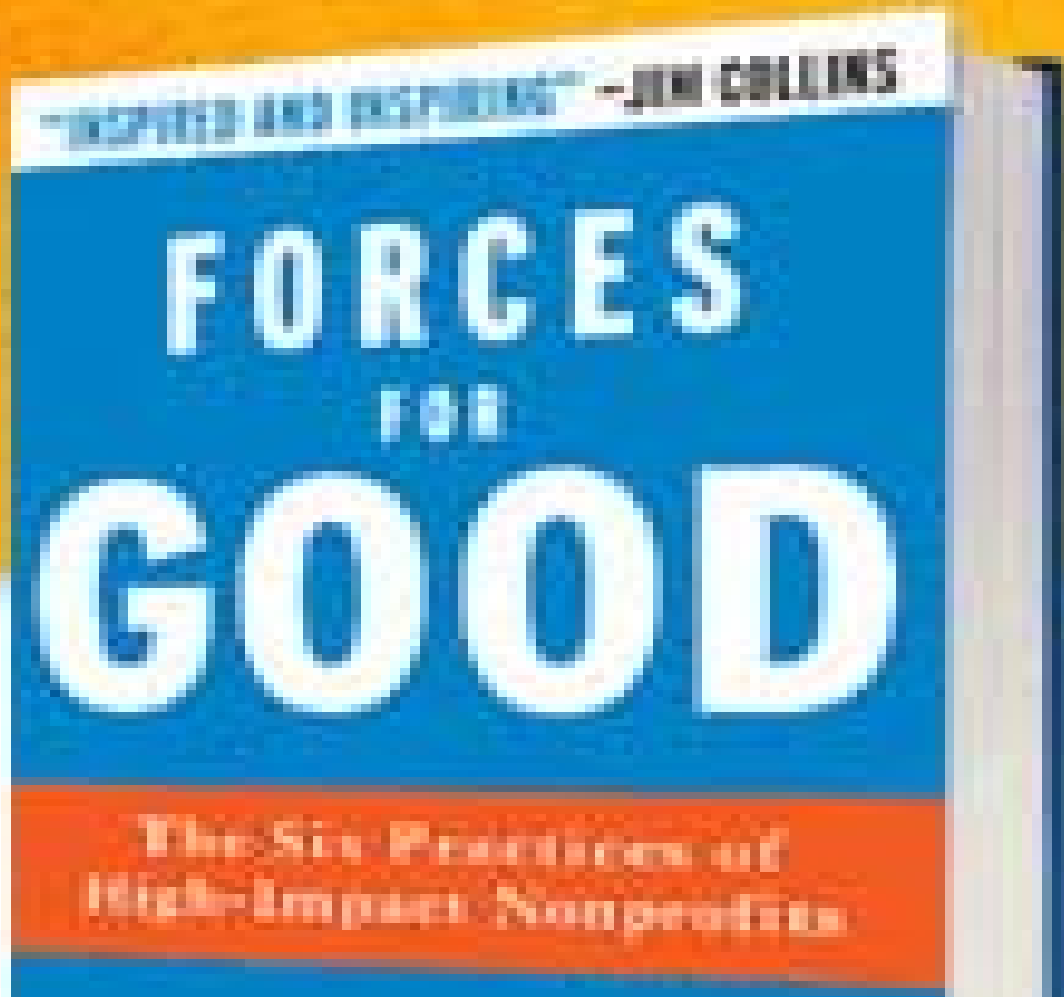
**CONTINUOUS PROGRESS**  
Strategic Services » Better Advocacy

# Advocacy: So what?

**David Devlin-Foltz**  
**Aspen Institute/CPSS**

**Assets Learning Conference**  
**September 21, 2010**

# Advocacy: A Force for Good





# CONTINUOUS PROGRESS

## Better Advocacy Through Evaluation

Search the site

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[Basics & Background](#) | [Guide for Advocates](#) | [Guide for Grantmakers](#)

Welcome to **Continuous Progress**, your online guide to more effective foreign policy advocacy and evaluation. Continuous Progress provides you with a step-by-step roadmap for planning your advocacy programs and conducting evaluations before, during and after your campaign. Whether you are an advocate just setting your goals or a grantmaker knee-deep in execution, use this practical tool to ensure you are making the most of your efforts. Look for tips, tools and resources to expand your expertise.

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**Jump in and get started  
wherever you are right now.**

EVALUATION BASICS

How can evaluation work for your organization? Find out why evaluation is critical for helping you shape current and future advocacy initiatives.

[Go to Evaluation Basics »](#)

GUIDE FOR ADVOCATES

Wondering how to know if your advocacy is making a difference? Thinking about the pros and cons of expanding your coalition? Wishing your funder understood your strategy? This guide will help

GUIDE FOR GRANTMAKERS

Have you established your benchmarks and indicators? Are you getting the most from your communication with grantees? Find out how to make the most of your investments with this



### GUIDE HIGHLIGHTS

#### Make Poverty History: Evaluating for Success

More than 400 groups joined forces to drive the fight against poverty to the top of the agenda for 2005's G8 summit. The campaign conducted smart evaluation to truly understand the impact -- and lessons -- of its efforts.

[Read More »](#)

## Site Features

### Your Toolkit

Each guide is designed to be your personal companion for achieving *Continuous Progress*. Check out the sidebars in each section for easy-to-use tools on a range of tasks, from creating benchmarks to developing a theory of change. You can capture these in your Toolkit, and print or send the items to others.

[Find out more about the Toolkit »](#)

### Glossary

Mouse over the **pink links** to obtain short-and-sweet definitions of key concepts and terms used throughout the guides.

[Visit the glossary now »](#)

### Join the Discussion

Find out what others are saying about their experiences with advocacy planning and evaluation. Ask questions and share your own stories with other advocates and grantmakers.

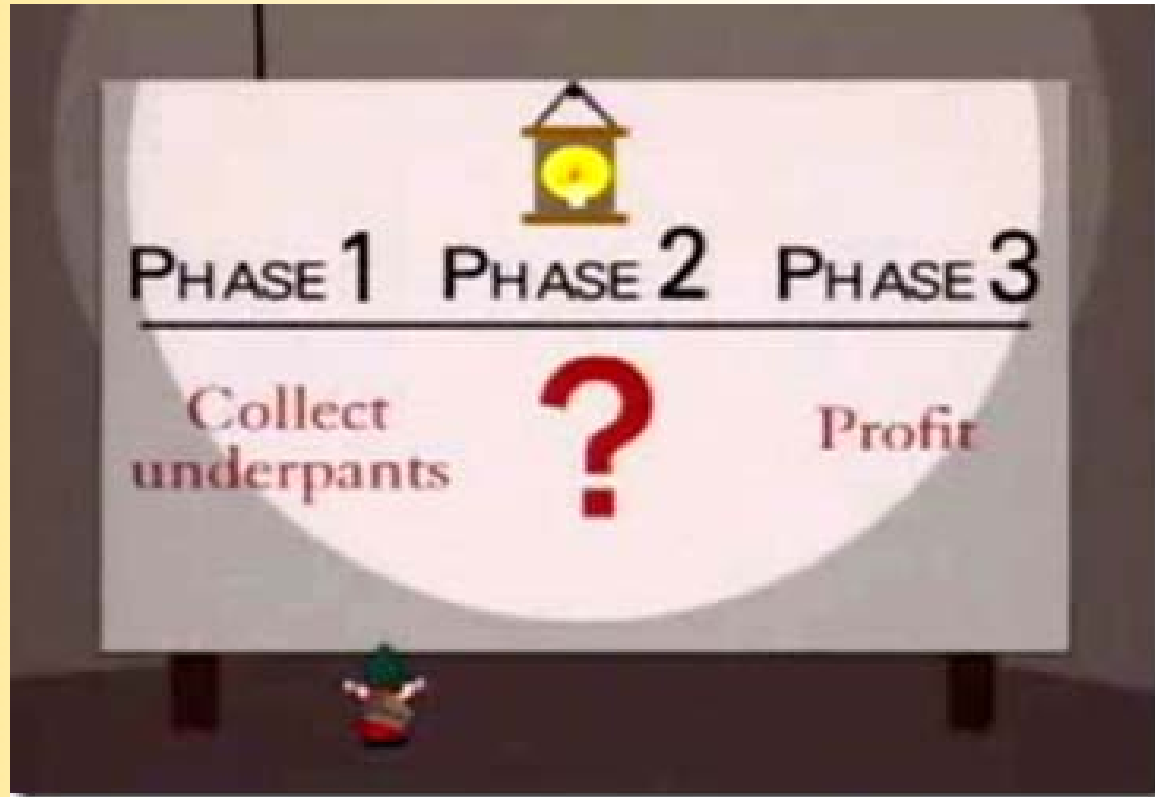
[Visit the forums now »](#)

# Getting to Impact

- Know where you are
- ???
- Know where you want to go



# The Middle Part?



# Outputs and Outcomes:

- Outputs: ...so that...
- Outcomes: So what?



# Monitoring and Evaluation

- ❖ Make it meaningful, measurable, and manageable
- ❖ Keep it simple
- ❖ Build it in



# How Nice (and Smart) Coalitions Play

- ❖ Recognize your strengths
- ❖ Know your weaknesses
- ❖ Share the credit



❖ Contribution, Not Attribution!



# Build Your Capacity

- ❖ Think about the big picture
- ❖ Nurture advocacy capacity
- ❖ Develop evaluation capacity



# A Simple Philosophy

- ❖ Learning can be part of doing
- ❖ Not learning means accomplishing less
- ❖ Not learning: the way of the Underpants Gnomes...



# The Advocacy Progress Planner:

A tool to help you answer the smartass  
evaluator who asks:  
“so what”?

[Planning.continuousprogress.org](http://Planning.continuousprogress.org)



# Questions?

David Devlin-Foltz

[www.aspeninstitute.org/a pep](http://www.aspeninstitute.org/a pep)

[ddf@aspeninstitute.org](mailto:ddf@aspeninstitute.org)

