

C14 Evaluate the campaign

Did we achieve success and how can we learn from it?

This unit is about collecting and analysing information that will enable you to conduct an evaluation of the campaign. The effectiveness of different types of campaign will be evaluated in different ways depending on the tactics employed and the scale of the campaign, for example.

Evaluation is important because it should inform the way that future campaigns are developed – which build on successes and learn from past problems or mistakes. Evaluation doesn't have to be conducted at the end of the campaign, but can be conducted at certain points or stages as a formative evaluation.

In some circumstances, results will be visible and clear; in others, they will not and a long term evaluation through further enquiry, such as surveys, or longer-term analysis is required.

Performance criteria

In order to evaluate the campaign, you should be able to:

1. Ensure there is sufficient time available in the work plan and set aside to conduct an **evaluation**
2. Refer to the **evaluation** framework to identify the starting point and the reference point against which performance will be measured
3. Ensure information about progress is obtained using appropriate techniques and recorded at designated intervals or milestones
4. Record in a suitable format key **outcomes** and **outputs** to inform the **evaluation**
5. Identify and assess the **impact** of other, external influencing factors such as other campaigns
6. Using appropriate techniques, analyse the information collected
7. Review the analysis to determine progress towards campaign **objectives** and/or level of success
8. Review specifically the **impact** of the campaign including, where appropriate, on **beneficiaries**
9. Report to **stakeholders**, including **beneficiaries**, where appropriate, the **evaluation** findings
10. Use the findings of the **evaluation** to plan next steps and inform future campaign activities, identifying successes and lessons learned

Knowledge and understanding

In order to evaluate the campaign, you will need to know and understand the following:

- a) The objectives of the campaign and its vision
- b) The intended outcomes of the campaign and the key beneficiaries
- c) The evaluation plan, its aims, objectives and target audiences
- d) How the organisation and campaign team defines progress and/or success
- e) How to identify and monitor progress by identifying a desired campaign outcome
- f) How to involve beneficiaries appropriately in an evaluation
- g) The means by which campaign effectiveness is measured using, for example, a starting point and reference points to measure progress and success
- h) The key stakeholders in the campaign
- i) Other campaigns, concurrent or previous, “friendly” or “hostile” which may impact on the campaign
- j) Methods and techniques for analysing quantitative and qualitative information
- k) How to interpret the analysis to identify progress made towards campaign objectives
- l) Methods of reporting your findings to those to whom you are accountable
- m) The importance of learning lessons from current or previous campaigns to inform the campaign, or future campaign activities

Skills

- Analysis
- Critical analysis
- Interpretation
- Organisation
- Planning
- Attention to detail
- Research
- Communication
- Record keeping

Behaviours you need to be able to display

- Objectivity
- Pragmatism
- Prudence
- Realism
- Integrity
- Supportiveness
- Thoroughness