

C7 Design and develop a monitoring and evaluation framework for the campaign

How will we know we've won?

Before embarking on a campaign it is essential to decide in advance how progress and/or success will be measured. Ongoing monitoring and evaluation allows you to review your campaign and adjust it accordingly. Monitoring progress is also an important way of informing the strategic plans of future campaigns.

It is good practice to decide at an early stage how the campaign will be evaluated as this process will help to structure the campaign

Performance criteria

In order to design and develop a monitoring and evaluation framework for the campaign, you should be able to:

1. Agree with relevant colleagues a starting point in order to be able to measure progress towards campaign **objectives**
2. Ensure the appropriate **resources** are available to evaluate the campaign
3. Decide what indicators and methods will help you measure the progress of the campaign
4. Establish a shared understanding of what success means
5. Set up systems to **monitor** the campaign, gathering data and any supporting information as appropriate
6. Establish a timeline for **monitoring** the campaign
7. Decide when **monitoring** and/or progress reports should take place and record as appropriate
8. Define the contribution of **campaign team** members to the **evaluation** process
9. Establish methods and techniques for analysing and reporting **evaluation** findings
10. Ensure procedures are in place to review the findings of the **evaluation** and act on recommendations

Knowledge and understanding

In order to design and develop a monitoring and evaluation framework for the campaign, you will need to know and understand the following:

- a) The resources available for monitoring and evaluation
- b) What the campaign wants to achieve and the campaign vision
- c) Methods and their respective advantages and disadvantages for measuring campaign progress
- d) The timescales of the campaign, milestones, activities and outputs
- e) Ways of establishing appropriate processes and procedures for monitoring the campaign
- f) The internal roles and responsibilities in the evaluation process
- g) Methods and techniques of data analysis
- h) The reporting requirements of your organisation and to whom to report evaluation findings

Skills

- Critical analysis
- Problem solving
- Planning
- Organisation

Behaviours you need to be able to display

- Thoroughness
- Pragmatism
- Objectivity
- A sense of proportion