# Advocacy and Influencing Impact Reporting Tool

This tool has been developed to gather further information and evidence on CARE's advocacy or influencing win. At CARE, advocacy is defined as "**the *deliberate* process of *influencing* those who make *decisions* about *developing, changing and implementing policies* to reduce poverty and achieve social justice.**[1]" Influencing and advocacy can go beyond government policies, it can include influencing governments, donors or NGOs to adopt a CARE program model or influencing the private sector to change their company policies or operating practices.

This tool captures the significance of the win, the level of CARE and our partner's contribution, who stands to benefit from the change, and what evidence do we have to support a claim of change or impact. With the wide range of successes within influencing work and the various roles CARE may have played in this win, this tool allows us to identify how significant the win is as well as the significance of CARE's contribution and our partners.

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### Success:

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| 1. What is the advocacy or influencing win? Include details such as:<br>• A description of the win, and how it was achieved<br>• start date and end date<br>• any incremental wins that happened along the way<br>• the main decision makers that CARE influenced to achieve this win<br>2. Why is this advocacy or influencing win significant? What was the reality prior to the advocacy/influencing win that the win aims to address?<br>3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal? | *This section describes the advocacy success that occurred by providing details that fully describe the significance of the win.*<br><br>*Advocacy and influencing successes look different in a variety of contexts. What we hope to capture here are incremental changes, or milestone moments, that will ultimately contribute to the long-term impact goal. The second question identifies which sector the win is associated with and the ultimate goal of the advocacy initiative.* |

### Contribution:

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| 4. On a scale from high, medium, or low, how would you rate CARE's contribution to the advocacy/influencing win? *(please refer to the scale below the table)*<br>5. Describe CARE's contribution, specify CARE's unique role as well as the role of other main actors including partner organizations and coalitions.<br>6. What evidence is there that supports our claim to have contributed to this win? | *This determines the level of contribution by CARE and partners to the advocacy win, and so whether we can reasonably include this case as a CARE "success". Be sure to include anything that was unique to the role that CARE had. The uniqueness of this contribution will help us understand the how significant the win is, especially when looking at CARE relative to other actors.* |

### Potential Impact/Reach:

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| 7. What is the impact population that is expected to benefit from the advocacy/influencing win? Describe how the win will translate into a better life for these participants?<br>8. If the change we have influenced is fully implemented, can you quantify the number of lives that could potentially be reached by this advocacy win? *Please explain how you calculated this number.* | *This determines the target population (women small-holder farmers, domestic workers, etc.) and if we can quantify the impact or outcomes of this advocacy work could potentially have. Due to the nature of advocacy and challenges with policy implementation, it is important to distinguish between **potential outcomes and actual outcomes** and identify the reasons for the gap between the two.*<br><br>*Evidence is likely to rely on secondary quantitative data, but with some validation of this claim.* |

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## Actual Impact/Reach:

| 9. Do we have any evidence to date that these expected outcomes have been achieved? If so, please describe how the win has translated into a better life for the impact population.<br>10. Can you quantify the number of lives that have been improved? *Please explain how you calculated this number.* | *While the above section identifies the potential reach, this section determines the actual number of people that have been reached for policies or programs that have been partially or fully implemented. Include any human interest stories or other communication pieces that relate to this policy win.*<br><br>*If no actual impact or reach has been achieved yet, skip this section.* |
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## Reflection and Learning:

| 11. What were the main challenges you faced, and were they overcome? If so, how?<br>12. What influencing tactics were particularly effective/ineffective?<br>13. What would you do differently next time?<br>14. What are the next steps or follow-up actions for this advocacy/influencing win? | *This ensures that learning from this success can be fed into other work, to improve quality and impact into the future, and serve as powerful evidence for our advocacy & fundraising. Consider both internal and external factors.*<br><br>*Take the time to also consider the necessary next steps and follow up. If there's a lot of work ahead, consider developing an action plan for the coming months with designated roles and responsibilities.* |
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## *Rating scale[2]:*

**High***: There is reason (evidence) to believe that the change would not have happened without CARE's efforts. This could also include significant actions from partners which we support technically or financially.*

**Medium***: There is reason to believe CARE contributed substantially, but along with other partners*

**Low***: CARE was one of a number of actors that contributed, but this change may have happened regardless of CARE's involvement*

**Endnotes**

1    See CARE International Advocacy Handbook for more information
2    This rating scale has been used by Save the Children to measure contribution in advocacy work