

CSP Advocacy Index Questionnaire

Self Assessment

Dear CSP partners,

Name of Organization: _____

Date: _____

Key Advocacy Issue(s): _____

Competency Areas Scores:

1. NGO Linkages and Coalition Building:

- 0: No other groups (CSOs, business or government) nor individuals with interest concerning the issue identified and/or contacted
0.25 Groups (CSOs, businesses, government, etc.. and individuals with interest in the issue were identified and contacted
0.5 CSO has been invited by other group(s) to join a coalition or a cause
- 1: Other interest groups and individuals were identified and approached to discuss possible engagement (note: project recruitment does not count here) Create a list of concerned and interested individuals in the case or the issue to discuss the possibility of participation / support
- 2: CSO joined and participated in an ongoing national/regional coalition (defined as any type of joint working group)
- 3: CSO has implemented activities in its region/town/village as part of a national/regional coalition
- 4: CSO has decision-making power inside a national/regional coalition
- 5: CSO has initiated a coalition that has met and planned joint activities
- 5.5: CSO has initiated a local/regional/national coalition that has implemented jointly planned activities
- 6: CSO has initiated a local/regional/national coalition that has implemented jointly planned activities, actively existed for at least a year, and existed longer than CSP grant

Score: -----

2. Engagement with Decision Makers:

- 0: CSO has not identified decision makers to approach concerning the issue
- 1: CSO has identified decision makers concerning the issue, but has not discussed how to approach them
- 2: CSO identified decision makers and discussed/identified several strategies for influencing them (letter writing, public awareness, direct meetings, etc) but has not used any of those strategies
- 2.5: CSO identified decision makers and discussed/identified several strategies for influencing them, and used one strategy to approach decision maker(s). The targeted decision maker did not respond yet.
- 3: CSO has identified and successfully approached decision maker(s) by using more than one possible strategy (letter writing, public awareness, direct meetings, etc). The decision maker responded. called for a meeting.
- 4: CSO has identified key decision makers concerning the issue, evaluated, identified different strategy for each decision maker, and effectively approached different decision makers by implementing different strategies
- 4.5: CSO approached more than decision maker with different strategies, who responded positively and organized a meeting with CSO
- 5: As a result of consultations with the CSO, decision makers have introduced new policy.
- 6: CSO has developed positive working relationships with key decision makers on the local/national level and has regular professional contact with them. Or CSO has gained an official consultative status with the agency, Parliamentary Committee, Ministry or similar agency.

Score: -----

3. Outreach / Awareness:

- 0: CSO has not identified key target audiences
- 1: CSO has identified key target audiences but does not have different messages for them
- 2: CSO identified key target audiences and proactively prepared specific messages to be delivered in at least one of the following: prepared and sent out a news release; gave an interview to the media; CSO representative visited school or university to attract youth, developed a facebook (page or group), blog, websites and CSO could link the social media tools with the campaign / project
- 3: CSO has initiated to implement one of the following: organized a public meeting such as round table, discussion forum or similar, designed and distributed poster or billboard, prepared and distributed a newsletter.
- 3.5 CSO has Engaged citizens in the campaign by using different communication channels (social media or traditional communication channels) since they will be able to give their opinions towards the campaign or the topic they will work on.
- 4: CSO has been able to gather the media around an issue; has organized a press conference or an event with at least three media representatives participating or had journalists visit the CSO and wrote a press release.
- 5: CSO has encouraged citizens to take appropriate actions and provided channels, such as writing letters to legislators, becoming members of a FaceBook group, signing a petition, linking to topical Google Maps, etc.
- 5.5: CSO conducted active lobbying for the policy position, such as by testifying in hearings, personal visits to legislators, etc.
- 6: CSO established a good working relationship with the media, decision makers and CSOs and is regularly contacted and consulted as a source when the issue is discussed

Score: -----

4. Data Research and Analysis:

- 0: CSO doesn't collect data before starting the project
- 1: CSO identified and collected secondary data on the issue – i.e. used Google and other internet searches to find results of previous research by reputable and trustworthy sources, or data in media coverage, legal sources, etc. It can also include review of academic publications, peer reviewed journals, data from national government agencies and/or international agencies (UN, WB, or similar) on-line or off-line (i.e. in libraries).
- 2: CSO created primary data - qualitative or quantitative - by using less complex research methods i.e. public meetings, individual or group interviews (qualitative research data) or questionnaires (quantitative, non-representative)
- 2.5 CSO spreading primary data to exchange and discuss by using less complex methods such as a Facebook group, Google, Wall Magazine, Flip charts in events to reach out to a larger target audience.
- 3: CSO studied, analyzed and utilized secondary or primary data developed through such less-complex means, when developing message – for example in media interviews, posters, leaflets, brochures, or policy briefings
- 4: CSO created primary qualitative and/or quantitative research data by using complex research methods i.e. focus groups with stratified participants (at least three focus groups per topic with stratification over age, gender, occupation, etc) or pre-tested questionnaires (questionnaires are developed by testing them for language, potential miss-understanding, etc.)
- 5: CSO studied, analyzed and utilized qualitative and/or quantitative research data collected through complex research methodology. This means the data are used for message testing and development – for example in media interviews, posters, leaflets, brochures, or policy briefings
- 6: CSO collected statistically representative data on the issue- by selecting a representative sample from a targeted population, analyzed (through SPSS or other data processing software) and utilized it in advocating the issue

Score: -----

5. Policy Development:

- 0: CSO has not discussed any alternative policy solution (meaning procedures, policy or legislation) regarding the issue
- 1: CSO has discussed several potential policy solutions but has not decided on one
- 2: CSO has discussed various policy alternatives, weighed financial, human resources, environmental, social and political consequences, and agreed on one policy, but the policy yet has yet to be clearly articulated
- 3: The policy being advocated exists in writing, with formats and levels of detail that are appropriate for various audiences and policy makers (such as the use of power point presentations or one pages)
- 4: The CSO becomes a part of a body that is mandated to create new policy proposals
- 5: Policy proposal has reached the parliament (or decision maker)- but has not yet discussed
- 5.5: Policy proposal has reached the parliament (or decision maker) AND has been discussed
- 6: A policy outreach plan has been developed (see components 2 and 3) and implemented or adopted.

Score: -----