

Documenting and Evaluating Your Campaign

Here are a few ways to consider documenting and evaluating your campaign:

1- Invite campaign volunteers to write brief updates about campaign activities and events:

- Share these with campaign supporters and allies on email.
- Consider sharing through Facebook, Twitter, and other social media.
- Think about whether to start a newsletter.

2- Take pictures at every event and activity:

- Ask for volunteers who are interested in photographing activities and events.
- Share the photos with your network.
- Consider starting a photo album online.

3- Keep a press clippings file:

- Save hard copies of all press clippings about your campaign.
- PDF the articles and save electronically as well.
- Frame select clips and place around the campaign office.

4- Take video footage at key events such as hearings:

- Ensure key events such as hearings are videotaped.
- Post hearing testimony on Youtube as a record.
- Create short testimonials to capture participants' reaction to events.

5- Organize a documentation file:

- Start a file with hard copies of all of the above listed items.
- Keep electronic files of photos, videos, press clips, articles and other documents.
- Make duplicate copies and maintain a list of everyone involved.

Evaluating your efforts along the way can help you improve your effectiveness, and may be required by funders. One way to evaluate your campaign and its activities is to check in with campaign leaders, volunteers and supporters. Plan to debrief regularly, and particularly after big meetings, trainings and actions. Schedule a more global campaign check-in twice per year.

Questions to ask include:

- What did we accomplish?
- What went well?
- What didn't go well?
- What can we do next time to improve?
- Do we need to reconsider our strategy or planned activities?

In addition to these targeted attempts to gain insights into your effectiveness, create a culture where staff, volunteers and other stakeholders know you are always interested in hearing their feedback.

TIP: Consider using an outside facilitator or evaluator--someone who is not personally involved may be able to get more objective feedback and give you fresh insights. Area universities, research organizations, or even nonprofits not involved in your campaign may be willing to do this for free or for a small fee.