The Advocate’s Evaluation Toolkit

CONSTITUENT AND CHAMPION TRACKING

Purpose:

Constituent and champion tracking are strategies for monitoring the development of key players in your advocacy strategy.

Constituent tracking allows you to monitor how your key constituents develop into advocates. You can track the number of constituent you have at each stage on the scale, or you can follow individual constituents to see how they develop and know who to focus time and effort on developing.

Policymaker champion tracking is already something most advocates do informally. This is the ongoing counting of the number of actions different policymakers take that indicate they may be champions for your issue. It goes beyond looking at voting behavior to pay attention to a variety of other actions that policymakers can take.

Implementing the Tools:

The first step with both tools is to decide who you will focus on tracking. Narrowing your focus to the population most of interest will decrease the time and effort it takes to do the tracking. Think about what you want to learn from your evaluation and the interim outcomes you’re measuring to help narrow that focus.

- Adapting the Tools: Review the two sample tools and make the changes needed to ensure the activities you are tracking align with the policy environment you are in and what you want to know.
- Deciding Who and When: Decide who will do the tracking, how they will get the information, and how often they will complete their tracking activities. Having a clear protocol for collecting the information will facilitate consistent, regular collection. It’s also helpful as a check-in to make sure the person who has time to track is also the person who has access to the information. Both of these tools should be tracked over time – this is not one-time data.
- Summarizing the Data: If you use the excel-based tracking tools accompanying this overview, the data will summarize itself! If you use a different tracking tool, plan up front how you will summarize and use the information.

Using the Information:

Constituent and champion tracking tools are a great way of identifying where to focus your efforts. If you see significant numbers of your constituents transitioning from demonstrating interest to asking for more information, but a drop-off at taking action, you may want to change the types of information you are providing them. If you see that a policymaker who you have invested significant time and effort into is still not developing into a champion, you may want to redirect your energy to another policymaker who seems to be rapidly moving toward being a champion.

Are you interested in more tips and tools for advocacy evaluation?

Spark Policy Institute’s (www.sparkpolicy.com) interactive Advocate’s Evaluation Toolkit is available at www.sparkpolicy.com/tools/aet. Please share your stories about advocacy evaluation, share your tools, and access tools and ideas from other organizations.

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License.