â??Is Your Campaign Making A Differenceâ?•

Description

Tweet

â?¦has just been published by the Campaigning Effectiveness Programme at NCVO

The book, written by Jim Coe and Ruth Mayne, seeks to advance the case that simple and effective monitoring and evaluation can, if implemented well, become a powerful tool for social and political change. It is aimed at campaigners and managers who are thinking of introducing monitoring and evaluation approaches within their campaign, or who are looking at ways of improving an existing approach.

Part 1 (available as a free download) provides an overview of the key elements of monitoring and evaluating campaigning, outlining some simple approaches. Part 2 looks in more detail at approaches to tracking outcomes, impact and ways of working. The final sections of the book consider how to design a coherent approach, with commentary on appropriate frameworks, tool and techniques.

Information available at

www.ncvo-vol.org.uk/publications/publication.asp?id=8612

Category

1. Workshops

Tags

1. advocacy
2. campaigns
3. New books

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