NCD Alliance
ADVOCACY INSTITUTE

TOOL 8
Advocacy tracking template

Instructions: After you complete an advocacy campaign, fill out the table to keep track of your campaigns, achievements (success indicators) and lessons learned.

Note: Track your achievements in terms of process indicators and advocacy gains and wins, as described below.

Process evaluation:

Why did some activities go well? Why did others not go well? Assesses how you worked.

Example of process indicator:

Number of meetings held with decision-makers.

Impact evaluation:

Identify advocacy gains and wins. Why did some activities have the impact you wanted? Why did others not? Assesses what changed.

Example of advocacy win:

MOH approved policy to expand NCD benefits in UHC package.

Advocacy objective:

Advocacy achievements (indicators)			Details	Lessons learned
Process	Advocacy gain	Advocacy win		