

COMPASS CAMPAIGN ADVOCACY ASSESSEMENT TOOL (C-CAAT)

Partner Guidance:

This tool, consisting of two parts, helps you identify, describe, and analyze the progress of your campaign. You should complete it in consultation with other campaign advocates in your organization/coalition to ensure a comprehensive and reliable review. This assessment should be completed semi-annually as a complement to the route finder. You will need to complete one separate assessment for each of your campaigns.

The primary focus of this tool is on the outcomes or “wins” of a particular campaign. These “wins” are short-term or intermediate results that contribute to the achievement of the campaign goal (i.e. long-term outcome). “Wins” are normally construed as positive and may be expected/predicted (i.e. based on your Strategic Action Plan or SAP where you have identified them) or unexpected/unpredicted. There are different levels of wins – and we are interested in you thinking about and recording all types of wins. For example, they may be a “true win” that represent a key policy, process, or behavioral change; a “pivotal win” that have affected follow-up decisions in major ways; or a “hold-the-line win” where a threat was averted, such as a harmful action, decision, or policy or something that was expected to happen but did not. To minimize bias towards uncovering only positive outcomes, the tool also encourages a critical discussion of “setback outcomes” that may have stalled or blocked the achievement of a campaign goal. These categories are by no means exhaustive but are aimed at allowing you to think about all the possible “wins” your campaign has achieved.

Campaign Title, if any	
Goal	
Objective/s	
Assessment Date	
Assessment Member Names	

Part 1

<i>This part of the tool will ask you to rate as a group the progress of your campaign towards achieving the “wins” to date. Use your SAP as reference. Please mark the appropriate color cell.</i>					
Outcomes: Code “E” for Expected and “U” for Unexpected after each statement.	No Win	Partial Win	Full Win	a) If coded yellow (partial win) or green (full win), describe the observable attitudes, behaviors, and practices of your target stakeholders that may signal a positive shift or change (“win”) that could contribute to your goal achievement? b) If coded red (no win/setback), describe the current conditions that impede or setback the achievement of the desired “win.”	Identify follow-up actions to help improve, intensify, or sustain the attainment of the “win” or overcome a setback and negative outcome.
1.					
2.					
3.					

Part 2

This part of the tool will ask you to rate the significance, influenceability, and durability of the “wins.” Please use the numerical codes below and substantiate the rating through a brief explanation or evidence.

List of outcomes (partial and full “wins” only) from Part 1.	Significance of “wins” How important is this outcome to achieving your campaign goals??		Influenceability by advocates How influential were COMPASS partners and advocates to achieving the outcomes?		Durability of “wins” Once this targeted outcome is achieved, how likely is the benefit to be maintained?	
	Rating	Substantiation	Rating	Substantiation	Rating	Substantiation

