

## Demonstrating the outcomes of your campaigning and policy work

Duration:  
One day



Having a voice is critically important, particularly in these challenging times. As an organisation that does campaigning and policy work, you know that you make a real difference. But demonstrating achievements to others can be a struggle. It is essential to develop a flexible and effective monitoring and evaluation system which reflects the dynamic nature of your campaigning and policy work.

## What you will learn

### You will:

- explore the links and challenges of planning, monitoring and evaluation
- understand the terminology and concepts
- identify and clarify aims, objectives, processes, outputs and outcomes for your work
- consider what your campaign does and why
- consider indicators to help assess achievement of your outputs and outcomes
- identify ways to collect information
- start to develop a monitoring and evaluation framework.

'I thought that the course was excellent... consolidated knowledge and taught new collection techniques too.'

Feedback from course participant

'Course was very timely as we are planning to introduce a comprehensive monitoring and evaluation process in my organisation to match with funders' requirements.'

Feedback from course participant

## Who this course is for

This course is suitable for **anyone**:

- working in a campaigning or policy environment who wishes their work to be as effective as it can be
- who wishes to consider the processes necessary to achieve the aims and objectives of their campaigning and policy work
- who wishes to develop a practical monitoring and evaluation framework.

## Benefits

By attending this course you will:

- build your confidence in monitoring and evaluating your campaigning and policy work
- have the unique opportunity to relate monitoring and evaluation to a campaign and policy environment
- network with your peers
- consider how to monitor and evaluate your own work in a supported environment.

'The trainer was very knowledgeable and presented the information clearly. There was a perfect mix of group work and presentations.'

*Feedback from course participant*

For a full list of course dates, please visit the training calendar on our training pages at [www.ces-vol.org.uk](http://www.ces-vol.org.uk)

To find out more about how CES training can help you, or to download a booking form from our website visit [www.ces-vol.org.uk](http://www.ces-vol.org.uk)

If you have a question or are not sure which course is right for you, please get in touch. To speak to the training team directly, email [training@ces-vol.org.uk](mailto:training@ces-vol.org.uk) or call 020 7713 5722.

**TIP**

You may also wish to consider our course, [Using evaluation to influence change](#)