



campaign evaluation

Respect Women: Call it Out

this form is to assist in evaluating your campaign

Independent consultants, Effective Change, will evaluate the MAV's funding from Respect Victoria to conduct and support the Respect Women: Call It Out Campaign coinciding with 16 Days of Activism. A statewide evaluation report will be provided to the MAV and Respect Victoria in February 2020.

The purpose of the evaluation is to:

- > **Account** for and acquit the funding
- > **Document** and collate the actions taken across the state
- > **Learn** about 'what works' and how future campaigns can learn from this.

Save the survey dates

The survey link will be sent on
18 November

Completion by
18 December

We appreciate that this is a busy time of year. Please allocate time to complete the survey.

General principles for reporting

Reporting will be simple and commensurate to the size of the grant, \$1500 per council/organisation.

There will be one electronic survey distributed to grant holders, with one question on acquittal of funds and further questions to support the evaluation.

It is understood that many councils and organisations regularly participate in the campaign and support a range of activities.

What will the survey involve?

The electronic survey will be simple and provide as many tick-a-box options as possible. There will be a few open questions for qualitative feedback and observations.

Sample questions

Actions and activities

The number of events and actions undertaken during the 16 Days Campaign period.

Attendances

Estimates of attendees.
Exact numbers when possible.

Partners

Partner organisations and community groups you worked with.

Funding

Whether the funds received have been spent.

What the \$1500 allowed you to do, what it was spent on or contributed to. Provide an estimate of what financial and in-kind contribution your council/organisation made to the activities.

Past involvement

Whether this was the first time your organisation participated in the campaign.

Use of collateral

What campaign collateral you used and which campaign resources you found helpful.

Observations and impacts

It is not feasible, or even desirable, to try to understand the full impact of the campaign in a short space of time. However, it is useful to collect observations to provide a snapshot of the reactions and early impacts of the events.

Communication

Communication will be through the campaign email address, 16DaysCampaign@mav.asn.au. The survey link will be sent from this email address to the person responsible for the project according to the acceptance of funding form. If you have any questions, please send them to this email address.

Save the survey dates

The survey link will be sent on **18 November**

Completion by **18 December**

We appreciate that this is a busy time of year. Please allocate time to complete the survey.

What can you do to prepare?

Survey

Look at the survey when it comes through on 18 November. You will be able to answer some questions prior to the campaign (e.g. who are your partners?) and also get a sense of the questions you will respond to after the campaign.

Attendances

Think about how you will count or estimate attendances. While most events will be free, for smaller events you could:

- > Use an online booking platform to manage the event and count participants.
- > Have a sign-in attendance list at the event.
- > Allocate a team member to do a quick head count.

Exact numbers and gender identity are helpful if available, but only estimates are required. For larger events, such as a community march, it may be useful to liaise with organisations that estimate crowd sizes such as the local newspaper or St John's Ambulance.

Sharing and distributing collateral

Ensure that you can report social media statistics - number of posts, likes, positive and negative comments and shares.

Count collateral distributed, eg. t-shirts, stickers, use of stencils.

Photo opportunities

If there are opportunities for photos at events, decide who will be responsible for taking photos and ensure they are briefed. At smaller events, ensure that you have permission to take photos. If in doubt, it may be more straightforward to 'snap' staff. Guest speakers will usually be happy to have their photo taken. Try to set up the subject against any campaign banners, and/or showing the guests at the event.

Plan how you will take photos at community events – where will be the best location to capture the event? Can you liaise with the local newspaper for professional photographs to be taken? Night-time event photography is challenging and requires professional equipment.

Photos of signage in the community are also useful.

* Please remember to get signed consent forms so the images can be published on social media and in publications. You may need to add in your consent form that the photos may be provided to Respect Victoria and the MAV for publication.

After the events and the campaign

Media reports

Collect media reports or articles for the statewide evaluation.

Debrief with your team, partners

If possible, debrief with your team members and partner organisations. In the debrief, consider:

- > What worked well with the campaign events and actions?
- > What could have worked better or been improved?
- > What surprised you?
- > From observations or feedback received - what are the most important impacts of the campaign in our community? Is there a little snapshot or case study to share?

If working solo on the campaign

It is still useful if you spend some time reflecting on the activities and sharing your observations.