

# Drawing Conclusions, Reporting and Using the Data

## Telling Your Story

In this exercise you will use the Map Social Transformation introduced in Module 4, Train for Action. Write each of the main objectives your Community Action Team listed on its Map for Social Transformation--Strategic Plan form (first column on the left) on a separate sheet of flip chart paper. Then, with your CAT, staff or core volunteers, brainstorm the answers to the main evaluation questions listed in the column on the right-hand side of the Map. For example:

- What progress is your community campaign making?
- What have been your key achievements so far?
- What methods have been most effective in involving other people or building alliances with other groups?

Now, outline the story you will tell your own staff and volunteers. What are the main points you want to make, and how will you support these points with your analysis?

Then outline the story you will tell an outside stakeholder (e.g., a newspaper reporter, a legislator, a funder, an allied organization). What are the main points you want to make, and how will you support your story? Think for a moment about what has been meaningful and inspiring for you in hearing about other campaigns, organizations and movements. These are the kinds of learnings you will want to highlight when telling your story to allies and to the public in general.

## Expected and Unexpected Outcomes: Lessons Learned

Using a sheet of flipchart paper, ask CAT members to list the group's achievements and accomplishments over the past year (or whichever timeframe is appropriate for your group). With one color circle the expected outcomes, and with another color circle the unexpected ones. Underline the ones that you think will be most important in helping you plan for the next year, or the next event. Write up on a separate flip chart, in plain language, the main lessons learned or conclusions you gathered from this exercise.

As a group, brainstorm ways that you can incorporate these conclusions and changes into all of your work. Do you need to change some of your internal systems of communication or data collection? Do you need to conduct more staff or volunteer training? Make an agreement as a group to implement these new systems or plans.

## Looking for Impact

Look for evidence of impact for one of your campaign's actions. What changes would you expect to see in your local community as a consequence of the CAT's work? For example, would you expect there to be any changes in people's attitudes or behavior, in news coverage of domestic violence, in hotline calls, in police arrest rates, or judges' sentencing decisions? Decide what changes you expect to see, then look for the evidence!

For example, if your campaign flooded the editorial department of your local newspaper with letters following atrocious coverage of a domestic violence case, you might compare the quality of news coverage of violence against women and girls in the three months prior to your action and in the three months after. To do this, you could clip articles related to violence against women and girls over the six-month period, group the articles according to content into "excellent reporting," "victim-blaming" and "neutral." Compare counts in each of the three categories, before and after.

Another example: if your organization held a prayer breakfast at a local church for victims of domestic violence and called on the congregation to take action, one outcome you might expect is to have more members of the church coming to the pastor (or other personnel) to ask how they can help people they know in situations of domestic violence. With enough advance planning, you could get an actual count before and after, over a period of time. Even without that planning time, you could get the pastor's impression of whether there were more, the same or fewer such incidents.

## Reporting Your Results

Create a three-column "Stakeholders and Results" chart to capture information gained from the evaluation of your campaign and how you want to present the information to others. (See the sample chart and example below.) In the first column, list three to five "stakeholders" in your campaign—that is, people who support the campaign, people who might be affected by the outcome, or others who are invested in the issue. In the second column, list the evaluation results most likely to be of interest to each stakeholder. Try to narrow the list of results down to one or two items each stakeholder cares about most. In the third column, jot down the form in which the stakeholder would like to receive the information—perhaps they'd like you to report at a meeting, or provide a written summary, or join in the celebration of successes.

Knowing ahead of time the type of information you will share with stakeholders makes it easier to organize the evaluation data as you study it. The task of organizing and writing up the results of our work may be time consuming, yet we all rely on one another's experience to avoid mistakes and common problems, and to gain inspiration.

Collaborating with other organizations and outside stakeholders often increases our “legitimacy” in the community’s eyes, helps us to build alliances, and increases the effectiveness of the campaign. Figure out which stakeholders’ support you need and how the results you present will garner or further justify their support.

**Example:**

In this example, the campaign goal was to change the knowledge, attitudes, beliefs and behaviors related to relationship abuse at two high schools and to create a school-based culture of activism around this topic.

**Stakeholders and Results Chart**

STAKEHOLDERS	WHAT THEY MOST WANT TO KNOW FROM THE EVALUATION	FORMAT OF THE INFORMATION
High School Teachers	Whether the peer-counseling program reduced dating violence	Give a report (with graphs and other visuals) at the staff meeting
Peer Counselors	What aspect of their counseling was most effective	Feedback during end-of-year retreat
Parent-Teacher Association	Stories of changed lives through the program	Newsletter article

