



MOSAICA'S 2014 EVALUATION INSTITUTE: ADVOCACY EVALUATION

About Mosaica's Evaluation Institute

Mosaica created the Evaluation Institute in 2012 to bring together cohorts of organizations engaged in similar work to build evaluation systems that are meaningful, accessible, and aligned with their capacity. The Institute is designed to assist organizations in institutionalizing evaluation practices and integrating these practices with ongoing program planning and development. The Institute's long-term goal is to increase the capacity of organizations in the Washington Area to carry out and use evaluation to make their work more strategic and effective.

About the 2014 Evaluation Institute

Mosaica's Advocacy Evaluation Institute, facilitated in collaboration with Alliance for Justice, will focus on the unique challenges and opportunities of evaluating advocacy – including how to assess both advocacy capacity and advocacy results. Because the goals of advocacy – policy wins and systems change – can take years to achieve, improvements in advocacy capacity are often the short-term results of an advocacy campaign. This Institute will provide participants with tools for assessing and strengthening advocacy capacity and evaluating advocacy results, as well as a peer group with which to share successes and challenges in building advocacy capacity and carrying out advocacy evaluation.

Who: The Advocacy Evaluation Institute will target small to medium size organizations (budgets under \$2 million) engaged in advocacy work on issues affecting low-income communities in the District of Columbia.

What:

The Advocacy Evaluation Institute will consist of:

- Five half-day peer support and learning sessions that are designed to facilitate learning and sharing through the process of developing and implementing evaluation of an advocacy effort.
- Regular "homework" assignments following each session.
- One-on-one check-in calls and individualized technical assistance meetings in between sessions.

What you will gain:

- An increased understanding of the unique challenges and opportunities of evaluating advocacy.
- An assessment of your organization's advocacy capacity and identified objectives for strengthening capacity that can serve as benchmarks for evaluation.
- An evaluation plan for an advocacy effort you identify. This plan will describe key evaluation questions and methods, as well as work plans that spell out responsibilities and timelines for key evaluation tasks. This system will also include regular practices for analyzing and using evaluation data to strengthen advocacy capacity and efforts.
- A set of advocacy capacity assessment and evaluation tools – from Mosaica, the Alliance for Justice, the Aspen Institute, and others – that you can use and/or adapt for your organization.

When: The Institute will kick off in March 2014 and run through September 2014

Cost: \$499. Thanks to the generous support of the Meyer Foundation and other local funders, a majority of the costs are subsidized to make the Institute financially accessible to nonprofits.

Tuition is due upon acceptance into the program. Checks should be made out to “Mosaica” and sent to:

Mosaica
1029 Vermont Ave. NW, Suite 1000
Washington, DC 20005

To Apply: [Click here](#) – space is limited to 6-8 organizations! ***The application deadline is February 14th, 2014.***

About Mosaica

Mosaica is a national multicultural nonprofit capacity-building organization whose mission is to ensure that our diverse communities are served by a strong, coordinated nonprofit sector. Mosaica brings social justice values, a diverse staff and Board, organizational development expertise, and concrete tools to strengthen and support nonprofit organizations. Mosaica empowers nonprofits and philanthropic institutions by providing transformational and cutting-edge organizational development support in areas such as strategic planning, board development, fundraising, human resources, fiscal management, evaluation and organizational restructuring.

About Alliance for Justice

Alliance for justice is a National Association of over 100 organizations, united by a commitment to a fair, just, and free society with equal access to justice and full participation in our democracy. Through its Bolder Advocacy initiative, AFJ strengthens the capacity of the public interest community to influence public policy by giving nonprofits and foundations the confidence to advocate effectively and by protecting their right to do so. AFJ demystifies and decodes advocacy by equipping organizations with knowledge and tools, such as the Advocacy Capacity Tool. AFJ is the leading expert on the legal framework for nonprofit advocacy efforts.

Questions?

If you have any questions or concerns, please contact Tiffany Wu at tiffany@mosaica.org.