



REFLECTION AND LEARNING

HOW TO MONITOR AND EVALUATE YOUR CAMPAIGN

How do you know if your campaign is successful? It's important to keep an eye on whether your campaign is having the desired impact. With your group, try the activities in these toolkits to monitor your progress and impact:

- Plan International's Advocacy Toolkit..... PAGES 70-73
- Girls Advocacy Alliance Toolkit..... PAGE 50
- Diverse and Empowered Girls Toolkit..... PAGES 111-117

WHAT TO MONITOR AND EVALUATE:

- ❓ Did the actions get a reaction?
- ❓ Did the reaction achieve a result?
- ❓ Did this result help you achieve your objectives?
- ❓ What worked and what didn't? And why?
- ❓ Were there any unexpected outcomes or factors?

QUICK TIP

Make monitoring easy by using methods that are not time-consuming and by involving a diverse group of others who will benefit from the campaign.

HERE ARE SOME USEFUL WAYS TO GATHER EVIDENCE

- Surveys
- Evaluation forms
- Statistics
- Impressions or observations from people involved
- Consultations
- Audits
- The media
- Internet and social media

REMEMBER

Live and learn: Don't worry if things don't work out in the beginning! That's normal. Achieving systemic change is a long, non-linear process. Very few strategies work instantly as planned the first time. It's all about reflecting, reviewing and tweaking your plans and learning from mistakes that will eventually set your campaign up for long-term success.

FAILURE IS NOT FALLING DOWN.
IT IS **STAYING DOWN.**

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**GIRLS
GET EQUAL**

FULL VERSION OF THE YOUTH TOOLKIT FOR GIRLS GET EQUAL

[HTTPS://PLAN-INTERNATIONAL.ORG/GIRLS-GET-EQUAL/YOUTH-TOOLKIT](https://plan-international.org/girls-get-equal/youth-toolkit)