



16 Days of Activism Campaign: Evaluation Guide for Grantees

This brief is to assist in evaluating your campaign

Independent researchers are currently being procured by Respect Victoria. You will be sent the evaluation survey when it is ready, likely before the 16 Days of Activism timeframe starts. The researchers will evaluate DV Vic/DVRCV funding from Respect Victoria to conduct and support the Respect Women: 'Call It Out' (Respect Is) Campaign coinciding with 16 Days of Activism. A state-wide evaluation report will be provided to DV Vic/DVRCV and Respect Victoria in February 2022.

A post-campaign event in December 2021, focused on sharing campaign experiences and learning will also inform the evaluation. Together, the evaluation and the post-campaign event will inform organising efforts in 2022. A summary report of findings and campaign learning will be made publicly available.

The purpose of the evaluation is to:

- For those in receipt of grant funds, account for and acquit funding
- Document and collate the actions taken across the state
- Learn about 'what works' and how future campaigns can apply these learnings
- Collect and document evidence about community-wide impacts.

General principles for reporting

Reporting will be simpler than in past years and commensurate to the size of the grant, \$1,200 per council/organisation. Active steps are being taken to reduce the size of the survey.

It is understood that many councils and organisations regularly participate in the campaign and support a range of activities that are outside of what the grant contributes towards. To best understand how the campaign grants contributes to these efforts, a mixed method evaluation approach will be used.

There will be one quantitative electronic survey distributed to grant holders, with one question on acquittal of funds and further questions to support the evaluation. It is envisaged that interviews will be held across December 2021 and January 2022 with a sample of participating councils and NGOs, and a range of other key stakeholders, including Respect Victoria and DV Vic/DVRCV. Councils and organisations invited to participate, and the sample size will be determined by Respect Victoria and DV Vic/DVRCV.

What will the survey involve?

The electronic survey will provide as many tick-a-box options as possible. There will be some open questions for qualitative feedback and observations. Survey responses will not be anonymous as it is a part of the process to acquit grant funding, however, all interview responses will be confidential with evaluators.

Sample questions

Actions and activities

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

Attendances and social media engagement

Estimates of attendees to a webinar, workshops or reach via social media. Exact numbers when possible.

Partners

Partner organisations and community groups, you worked with.

Funding

Whether the funds received have been spent.

What the \$1,200 allowed you to do, what it was spent on or what did it contribute to. If possible, 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 or not.

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 of responses from your community throughout the campaign, to provide a snapshot of the reactions and early impacts of the events.

Communication

Communication will be through DV Vic/DVRCV HelpDesk, prevention@dvvic.org.au. The survey link will be sent from this email address to your nominated organisational key contact. If you have any questions, please send them to this email address.

What can you do to prepare?

Survey

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

Attendances

Think about how you will count or estimate attendances (taking into consideration the likelihood of further Coronavirus [COVID-19] restrictions). 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 are helpful if available, but only estimates are required.

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, e.g., 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 written 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 is 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 DV Vic/DVRCV for publication.

After the events and the campaign

Social media/media reports

Collect media reports or articles for the state-wide evaluation. Reach/engagements.

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?
- Did you receive or experience any backlash?
- 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.