



Join Eval4Action

Ideas to get started

eval4action.org | [#Eval4Action](https://twitter.com/Eval4Action) | contact@eval4action.org

Eval4Action belongs to you! If you are an institution, VOPE, network or an individual, you can support, commit and join the campaign in many ways. Below are a few suggested activities to help you get started. This is not an exhaustive list, we count on you to be creative and adapt the activities and build upon on them based on your context and resources, to achieve the world we want by 2030.

Please share all your initiatives linked to Eval4Action, by emailing contact@eval4action.org.

Suggested activities for individuals, VOPEs, networks and institutions

The following activities require minimal resources, therefore, we encourage everyone to implement them.

| | |
|-----------------------|---|
| <p>SUPPORT</p> | <ul style="list-style-type: none"> Promote the campaign through your social media channels by using the available graphic cards on Trello and this shared folder. Remember to use the hashtag #Eval4Action in all your social media posts. Use the Eval4Action email signature to promote the campaign. Write a web article or a blog on the campaign and its objectives. Include news related to the campaign in your network or institution’s newsletter. Put up the campaign banner on your social media page. Promote the various activities of the campaign, for e.g. the forthcoming Twitter Chat, webinars and other events, by spreading the word and actively taking part in these events. |
| <p>COMMIT</p> | <ul style="list-style-type: none"> Make a public announcement of your commitment to accelerate progress on evaluation capacities and use of evaluations in policy-making. Commitments can be individual or institutional, including financial ones. For e.g. <ul style="list-style-type: none"> “I/We commit to influential evaluation” “I/We commit to facilitating use of evaluation” “I/We commit to building partnerships on evaluation” “I/We commit to supporting Young and Emerging Evaluators” among others. You can make a public commitment in a conference or meeting. You can also share your commitment on social media through a post or by making a short video. When you post your commitment on social media, remember to tag three individuals, networks or institutions you want to invite to join the campaign and challenge them to make a public commitment. Use the graphic cards on Trello and the shared folder to share your commitment on social media. You can create your own graphics as well. |
| <p>JOIN</p> | <ul style="list-style-type: none"> Express your interest to join the campaign by filling in this form. If you prefer to email us instead, write to contact@eval4action.org, and we will get in touch with you to explore possible synergies. |

| | |
|--|--|
| | <ul style="list-style-type: none"> • Post the Eval4Action logo on your website, and/or your social media page. • VOPEs, networks and organizations that accept to promote the objectives of the campaign and respect the values of all partners will be approved as Eval4Action partners. Following the same criteria, individuals joining the campaign, will be approved as Eval4Action advocates. • Share your VOPE, network or institution’s logo with the campaign for placing it on the campaign website, along with your network or institution’s web address and/or social media page. • Take the lead in translating the campaign logo, key messages, campaign concept note and this information sheet into your own local language. Use this logo template to translate the logo. French, Spanish and Russian logos are already available here. • Encourage staff and members to join the activities and events organized by the campaign including Twitter Chat, webinars among others. |
|--|--|

Additional activities for VOPEs, networks and institutions

The following activities may have cost implications and might need technical guidance. VOPEs, networks and institutions may implement them depending on their own resource availability and/or ability to mobilize resources. Individuals can also adapt the ideas below to strengthen their advocacy for strong evaluation. Please contact the Eval4Action campaign for technical guidance if needed.

- Launch and take ownership of the campaign in your country and region, to strengthen your on-going action for stronger national evaluation systems and capacities. Advocate with your government and other stakeholders to bring National Evaluation Policy and National Evaluation Systems in your country.
- Spread the word about the campaign (what it is about, why it is critical, and how others can join the campaign) through webinars, e-discussions, web dialogues, workshops, trainings, consultations and other online and offline events and activities. Use the [editable campaign presentation](#) to get started.
- During a forthcoming conference or event, take the opportunity to launch the campaign in your own country/region, disseminate the [key messages](#) of the campaign and organize special sessions.
- Mark the launch of the campaign in your country/region and celebrate the campaign ceremonially, by lighting an EvalTorch. Use a torch that you can find easily in your country. You can also use locally available options such as a candle as a symbolic torch, including a virtual torch. Please capture photos and videos of these moments and share with the campaign.
- Connect to the Voluntary National Review (VNR) process in your country to advocate for stronger use of evaluative evidence in the national VNR report.
- Amplify the demand for evaluation and evidence-based decision-making by connecting to other public mobilization campaigns in your country or region, such as local campaigns on SDGs implementation, gender equality, climate change among others.
- Work with parliamentarians and other policy makers to promote demand and use of evaluation in the context of sustainable development.
- Support Young and Emerging Evaluators (YEEs) to improve their skills in monitoring and evaluation and guide them for a successful career in this field.
- Collaborate with other development partners and mobilize resources for evaluation capacity development in your country.
- Advocate for quality evaluations by promoting standards, ethics and guidelines for evaluation.
- In your VOPE, network or institution, integrate Eval4Action in your work processes for stronger advocacy for evaluation capacities using any other innovative means.