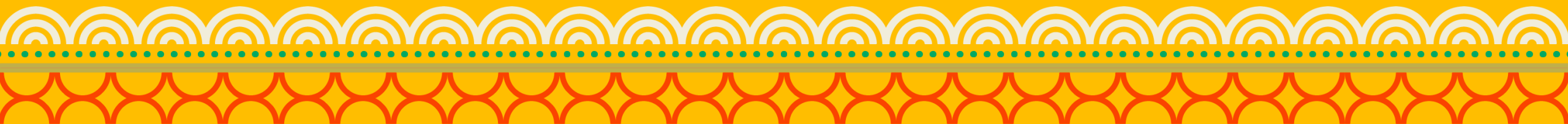




# DEMYSTIFYING MONITORING FOR AMPLIFYCHANGE

User Guide #2

September 2023



This User Guide is intended to help applicants prepare AmplifyChange grant applications.

Readers are free to download and reproduce any of our user guides. We would request that due acknowledgement to AmplifyChange is made where reproduced.



# THE BASICS

1. What is monitoring?

2. Defining your outcomes

3. Defining your indicators

4. Defining your milestones



# WHAT IS MONITORING?

## **What is monitoring?**

The measurement of progress and performance of the project

## **Why monitor?**

To tell you if your project is on track, and to inform any change if the project is not on track.

## **When to monitor?**

Regularly and routinely throughout the project

## **Who monitors?**

An M&E person should have the job of collecting / organising the data ... but all project staff should have access to use in their project activities

## **How to monitor?**

Read our User Guide #3 'How We Measure Change' on **[amplifychange.org](https://amplifychange.org)**



# THINGS TO CONSIDER

Have I measured my results?

Have I included monitoring and evaluation activities in my workplan and budget?

How do I plan to share my results and with whom?



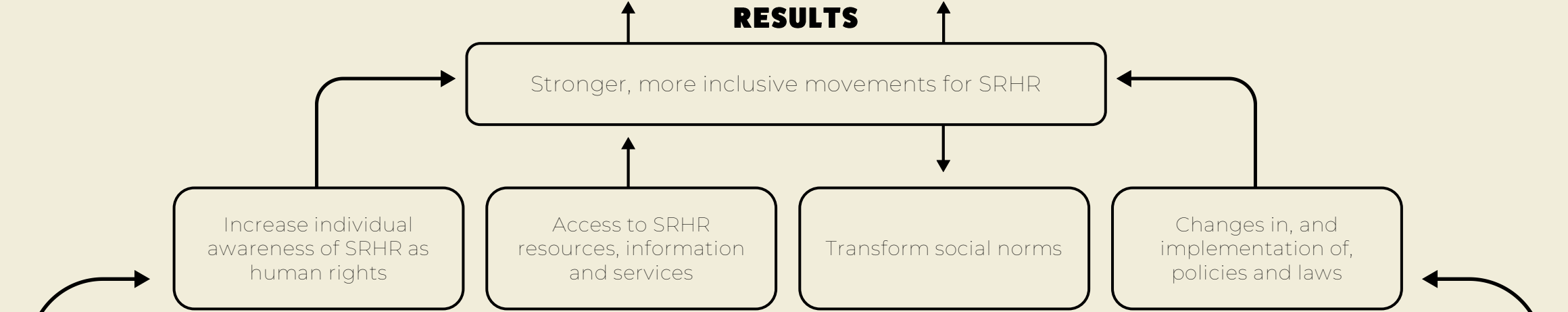
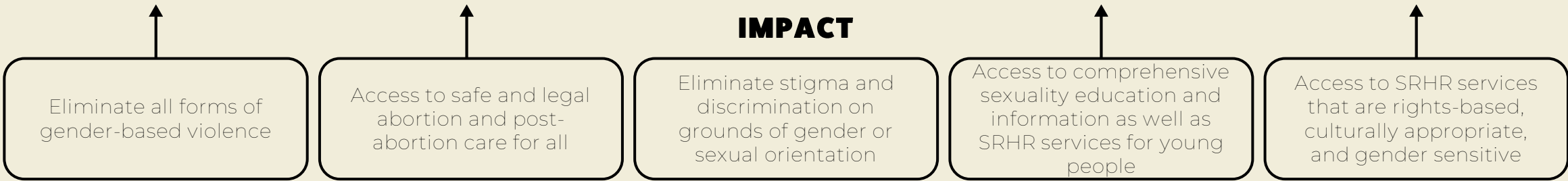
# DEFINING YOUR OUTCOMES

- We have **five** defined outcomes.
- These outcomes lead to the overall vision of AmplifyChange.
- The choice of outcome depends on your specific project.
- See next slide for our Theory of Change.



# VISION

Full attainment of SRHR for all, including women and girls, youth, vulnerable and marginalised groups



## TYPES



OPPORTUNITY GRANT



STRENGTHENING GRANT



NETWORK GRANT



PARTNERSHIP GRANT



# DEFINING YOUR INDICATORS

- We have a set of indicators for each outcome. We have designed these based on available evidence and experience of what works for SRHR advocacy, accountability and activism.
- We also have a set of ‘core’ indicators we would like to suggest. You can read these indicators at the end of this guide.
- Please suggest other indicators that you think are appropriate for your project.





# DEFINING YOUR MILESTONES

- Milestones are a means to verify the achievements of indicators.
- Milestones are the most significant check-points in the project's lifecycle.
- They help measure progress against your selected indicators throughout the reporting periods of your grant.
- Please note that milestones are not detailed activities or outputs of your project (they are already captured in your workplan).
- Milestones should reflect what you aim to achieve through your activities and should be written with your workplan and budget in mind.
- Milestones should be modified as needed in response to changing needs and circumstances



# DEFINING YOUR MILESTONES TO BE SMART

- **SPECIFIC** – it should specify exactly what you want to achieve, with a clear action and deliverable
- **MEASURABLE** – you should be able to measure a baseline at the beginning of the project, then regularly throughout the project as appropriate, and then at the end to see what you have achieved
- **ACHIEVABLE / ATTAINABLE / AFFORDABLE** – you should realistically be able to achieve the action/deliverable that you are specifying in the milestone within your project
- **RELEVANT** – the milestone should be relevant to the outcome you have specified
- **TIME-BOUND** – you should be able to specify the time-period you want to achieve the actions and deliverables as part of the milestone statement



# TIPS FOR CREATING MILESTONES

- Start with each indicator you selected. Always refer back to the indicator to set your milestones.
- Describe what success would look like by the end of this grant – this is your final milestone.
- Work backwards to create mid-point milestones – what do you need to achieve at this mid-point in order to meet the final milestone?
- Focus on the major results in your project's lifecycle – these are the significant check points that provides meaningful status report of your project.
- You can have multiple milestones for each time period, but we encourage you to select one that is most important.





SMART milestone example:

'Develop well-packaged evidence for the MoH on how youth need safe abortion services in District X by December 2023.'



Poor milestone example:

'To change the abortion law.'

A large, red arrow pointing to the left, containing text.

This milestone is not specific nor realistic for the project, and from that statement we have no idea of the time, a realistic actual deliverable, or how this could be measured.

To measure the progress of your milestones, and how they are contributing to achieving the overall indicator, you should reflect on what key evidence ('means of verification') you need to collect or produce throughout the project.

- Means of verification can be anything that shows your progress against your milestones or proof of the change you have been working towards.
- Means of verification can be quantitative or qualitative... be creative!
- Please consider how your monitoring systems will collect appropriate information to evaluate progress against your selected indicators and milestones when deciding your means of verification.





# **WHAT ARE THE SUGGESTED 'CORE' INDICATORS?**

# OUTCOME 1: STRONGER MORE INCLUSIVE MOVEMENTS FOR SRHR

## Indicators

- |     |  |
|-----|--|
| 1.1 | <ul style="list-style-type: none"><li>a. New evidence on SRHR generated and used for advocacy and policy engagement</li><li>b. Existing evidence synthesised and used for advocacy and policy engagement</li></ul>                 |
| 3.1 | <ul style="list-style-type: none"><li>a. AmplifyChange grantees strengthen their own organisational capacity</li><li>b. AmplifyChange grantees provide support to other CSOs to strengthen their organisational capacity</li></ul> |
| 5.1 | Partnerships established with non-traditional allies   |
| 6.1 | Lessons learnt, disseminated and used by AmplifyChange grantees  |

# OUTCOME 2: CHANGES IN POLICIES AND LAWS

## Indicators

0.1	AmplifyChange grantee undertakes rigorous advocacy planning and/or regular advocacy plan reviews
1.2	Increased CSO participation in policy and budgetary processes
2.1	<ul style="list-style-type: none"><li>a. New national policy or law introduced or current national policy or law improved</li><li>b. Negative policy or law repealed</li><li>c. Maintain current law or prevent negative law from passage</li><li>d. Implementation of current law (including monitoring)</li><li>e. Budget allocation increased</li></ul>



# OUTCOME 3: ACCESS TO SRHR RESOURCES, INFORMATION AND SERVICES

## Indicators

0.1	<ul style="list-style-type: none"><li>a. Increased number of new users of SRHR services / information / products</li><li>b. Improved quality of services / information / products (using recognised quality standard as defined in conjunction with CSO)</li></ul>
2.3	Increased range (i.e. # of different types) of SRHR services (including information and products) available due to AmplifyChange grantee activity

**NOTE:** AmplifyChange only provides limited funding to service delivery that is meant to be innovative as 'proof of concept', not wider service-delivery projects.

# OUTCOME 4: TRANSFORMING SOCIAL NORMS

## Indicators

- |     |  |
|-----|--|
| 1.1 | Increased and more public support for SRHR, and less negative statements, from key influencers   |
| 1.3 | Increased engagement amongst service providers to actively support SRHR for all populations, including the vulnerable and marginalised |

# OUTCOME 5: INCREASED AWARENESS OF SRHR AS HUMAN RIGHTS

## Indicators

- |     |   |
|-----|---|
| 1.1 | Number and percentage of individuals amongst marginalised groups reached by the program have increased awareness of SRHR as a human right |
| 3.1 | Number of individuals from marginalised groups reached by the program become active in advocating for SRHR                                |

# FURTHER INFORMATION

<b>CIVICUS Monitoring &amp; Evaluation Toolkit</b>	<u><a href="#">Monitoring &amp; Evaluation Toolkit</a></u>
<b>Global e-Learning courses on M&amp;E</b>	<u><a href="#">Global Health eLearning Center</a></u>
<b>Intrac Guide for Small NGOs</b>	<u><a href="#">Monitoring, evaluation and learning: a toolkit for small NGOs</a></u>





[www.amplifychange.org](http://www.amplifychange.org)



[AmplifyChange](https://www.instagram.com/AmplifyChange)



[AmplifyFund](https://twitter.com/AmplifyFund)



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