



NAVIGATING COMPLEX DYNAMICS IN ADVOCACY CAMPAIGNS

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NICE TO MEET YOU!

Anvi Mridul

Virginia
Roncaglione

Katie Fox



WHY THIS PRESENTATION?



So many group dynamics in advocacy campaigns!



They keep coming up, even if we don't ask about them...



They are common, and important!

DYNAMICS

Different goals,
strategies and
measures of success

Different resources and
inequitable power
dynamics

Different stances on
findings dissemination

Pre-existing relationships
across people and
organizations in campaigns

CONSIDERATIONS



Be honest about whose voices you will center



Understand power dynamics in the ecosystem



Get support from people within or familiar with the campaign and its context



Don't hide dynamics, but get consent before sharing



Create multiple feedback loops

RESOURCES

- Community Science (2017). [Evaluators and social change: Into the cauldron we go!](#)
- Frank M, Fox K, Rusin B, Morariu J (2019). [Centering Community in Nonpartisan Electoral Campaigns: Case Study of Parent Voices Oakland and the Alameda County Measure A Campaign.](#)
- NonprofitVote (2020). [Nonprofit Power: Engaging Voters for a More Inclusive Democracy.](#)

THANK YOU!



Anvi Mridul
Associate
Innovation Network
amridul@innonet.org



Virginia Roncaglione
Senior Associate
Innovation Network
vroncaglione@innonet.org



Katie Fox,
Senior Strategist,
Grassroots Solutions
katie@grassrootsolutions.com

