

Data-Informed Advocacy Worksheet

Build a two-column measurement plan that separates busy-work from evidence of whether you're actually winning.

Activity metrics you're tracking

List three things you currently track that only measure how busy you are — signatures, posts, flyers, meetings held.

The outcome metric that actually matters for each

For each activity metric above, write the outcome it's supposed to produce — not "signatures" but "undecided board members moved to yes."

One leading indicator

Name one early signal that would tell you the campaign is working before the final vote.

Persuasive evidence

Name one piece of data your campaign could collect that would be genuinely persuasive to your target.

Self-check

I decided what to track before I started collecting it

I'm tracking outcomes, not just activity, even when the outcome is uncomfortable

I have at least one leading indicator I can watch before the final vote

I'm reporting the discouraging numbers too, not just the encouraging ones