

# ACTION EVALUATION

*DATE* \_\_\_\_\_

*LEADER* \_\_\_\_\_ *ORGANIZER* \_\_\_\_\_

1. CAMPAIGN \_\_\_\_\_

2. WHAT WAS THE ACTION? \_\_\_\_\_

DATE AND TIME OF ACTION? \_\_\_\_\_

GROUPS INVOLVED? \_\_\_\_\_

3. WHAT WERE OUR OBJECTIVES? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. DID WE MEET OUR OBJECTIVES? (DESCRIBE OUTCOME FOR EACH) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. TARGET(S) OF ACTION: \_\_\_\_\_

\_\_\_\_\_

6. RESPONSE TO DEMANDS PRESENTED: 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

7. NUMBER OF PARTICIPANTS: GOAL: \_\_\_\_\_

EXPECTED: \_\_\_\_\_ ACTUAL: \_\_\_\_\_

ALLIES PARTICIPATING: \_\_\_\_\_

8. TURNOUT WORK: ACTUAL NUMBERS

FLYERS, POSTERS (#) \_\_\_\_\_ PHONECALLS \_\_\_\_\_

DOORKNOCKING \_\_\_\_\_ PETITION (# OF SIGNATURES) \_\_\_\_\_

OTHER \_\_\_\_\_

9. WAS RESEARCH CORRECT? \_\_\_\_\_ ACCURATE? \_\_\_\_\_ NECESSARY? \_\_\_\_\_

10. EVALUATE THE PERFORMANCE OF LEADERSHIP (SPOKESPERSONS, LEAD NEGOTIATORS, ETC. \_\_\_\_\_  
WHAT NEW SKILLS DID MEMBERS AND LEADERS TRY OR LEARN? \_\_\_\_\_  
\_\_\_\_\_
11. HOW WERE LEADERS, MEMBERS PREPARED? WERE THERE GAPS? \_\_\_\_\_  
\_\_\_\_\_
12. DID THE ACTION GO ACCORDING TO THE AGENDA? \_\_\_\_\_
13. EVALUATE THE MEDIA PLAN AND COVERAGE. \_\_\_\_\_  
\_\_\_\_\_
14. PROBLEMS (UNANTICIPATED PROBLEMS; DID TACTICS FOR AVOIDING PROBLEMS WORK?) \_\_\_\_\_
15. HOW MUCH DID THE ACTION COST? HOW MUCH DID WE RAISE? HOW COULD WE HAVE RAISED MORE OR DONE THE ACTION FOR LESS? \_\_\_\_\_
16. FOLLOW-UP: REQUIRED FROM TARGET \_\_\_\_\_  
\_\_\_\_\_  
OUR FOLLOW-UP: \_\_\_\_\_  
\_\_\_\_\_
17. NEXT CAMPAIGN ACTION: \_\_\_\_\_
18. STRONGEST PART OF THE ACTION: \_\_\_\_\_
19. WEAKEST PART OF THE ACTION: \_\_\_\_\_
20. HOW DID THE ACTION CONTRIBUTE TO OUR OVERALL STRATEGY? \_\_\_\_\_  
\_\_\_\_\_
21. HOW DID PEOPLE FEEL ABOUT THE ACTION? \_\_\_\_\_
22. DID THE ACTION HELP BUILD OUR GROUP? \_\_\_\_\_
23. OTHER NOTES, LESSONS LEARNED: \_\_\_\_\_  
\_\_\_\_\_