



METRICS FOR MANAGEMENT

CASE STUDY: Advocacy Reach Calculator

Location: Global | **Funding:** Childfund International

THE CHALLENGE

In 2021, ChildFund International launched the organization's 2030 strategy, *Growing Connections*. ChildFund's ambitious plan is to reach 100 million children and family members annually and to support children in growing up healthy, educated, skilled, and safe. To accomplish this, it is important for ChildFund to understand not only the reach of its programs, but also the reach of its advocacy work.

THE SOLUTION

ChildFund sought the services of Metrics for Management (M4M) to develop a method for tracking progress towards the 100 million goal. M4M led discussions with stakeholders and identified key decision points to determine what information to gather and how to assess impact.

M4M proceeded to design the Advocacy Reach Calculator, which estimates the number of children and family members ultimately

benefiting from ChildFund's policy and budget advocacy efforts.

ChildFund and M4M piloted the calculator in three countries — Brazil, Guatemala, and Uganda.

Following improvements, M4M shared a final version of the Advocacy Reach Calculators with ChildFund in June 2023, along with a helpful training guide.

The Advocacy Reach Calculator now provides an estimate of the potential and actual reach of policies that ChildFund supports. It can also be used to project reach, as ChildFund considers engaging in new advocacy initiatives in future years or increasing existing advocacy initiatives. Finally, the calculator tracks progress toward achieving the goals set forth in the 2030 strategy.



Photos source: ChildFund International, 2021 Annual Report, Uganda (banner image) and Guatemala

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