**OVERVIEW** This tool gathers information and evidence on CARE’s advocacy wins. It should be completed by country office (or CI member) staff after we achieve an advocacy win, understood as an outcome-level change in policy or practice of an advocacy target. Examples include influencing government policies at national or local level; influencing governments, donors or NGOs to adopt a CARE program model; or influencing the private sector to change their company policies or operating practices.[[1]](#footnote-1) CARE’s program activities and fundraising successes are not advocacy wins in themselves, though they may be steps contributing to a win.

This tool captures the **significance** of the win, the level of **contribution** of CARE and our partners, the **impact** (who stands to benefit from the change), and the **evidence** to support these claims. The AIIR tool is linked to the annual PIIRS IMPACT form for indicator 20 on advocacy and policy change. Like PIIRS, the tool should be updated in subsequent years to capture evidence of actual impact of the advocacy win.

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| **Basic Information about the Advocacy Win** | |
| **Title of Advocacy Win** | Click or tap here to enter text. |
| **Name of CARE Program / Project Linked to the Advocacy Win (if any)** | Click or tap here to enter text. |
| **Outcome Area / Sector of Win** | *Click “Choose an item” and choose the ONE that most closely fits:*  Choose an item.  *If Other, please specify* 🡪Click or tap here to enter text. |
| **Location** | Click or tap here to enter text. |
| **Date AIIR tool drafted or updated** | Click or tap to enter a date. |
| **Contact Person / Email** | Click or tap here to enter text. |
| **Success** | |
| 1. What is the advocacy win? Include details such as:  * A description of the win, and how it was achieved * How long the advocacy process has taken * Incremental wins that happened along the way * The main decision makers that CARE and our partners influenced to achieve this win | *This section specifies the advocacy success that occurred by providing details that fully describe the importance of the win, including on gender equality.*  *Advocacy successes look different in a variety of contexts. What we hope to capture here are incremental changes, or milestone moments, that will ultimately contribute to the long-term goal.*  *Please write out acronyms and give links to project descriptions, evaluations, or other online information about the win. It’s not necessary to copy and paste background about a project or program here.*  *Specify individuals influenced where possible, not only organizations or departments.* |
| 1. Why is this advocacy win important in your context? What was the reality prior to the advocacy win that the win aims to address? | Click or tap here to enter text. |
| 1. If this win is part of a larger advocacy or long-term program goal, please describe the larger goal. | Click or tap here to enter text. |
| 1. How have the advocacy process and outcomes supported gender equality? | Click or tap here to enter text. |
| **Contribution** | |
| 1. How would you rate the contribution of CARE and our partners to the advocacy win? *(Please check the box that best describes the type and level of contribution.)* | **Lead actor**: CARE was the primary or only organization calling for the change  **Partner-led**: One or more CARE partners were primary actors, with CARE support  **Coordinator/initiator**: CARE organized a coalition calling for the change  **Contributor**: CARE was one of many actors who worked together for the change  **Niche role**: CARE made a specific, vital contribution to a process led by others |
| 1. Describe CARE’s contribution; specify CARE’s unique role as well as the role of partner organizations and coalitions, including organizations promoting women’s rights and local women’s groups. | *The degree and type of contribution to the advocacy win by CARE and partners determines to what extent we can consider this case as a CARE “success.”* *Examples of a contribution might include technical assistance, financial support, providing evidence on a specific issue, or linking partners together. Highlight contributions made by women’s rights or local women’s groups.* |
| 1. What evidence supports our claim to have contributed to this win? | *Evidence may include meeting minutes/notes, media clips, links to online petitions or campaign activities, and/or quotations from allies or advocacy targets.* |
| **Potential Impact:** | |
| 1. What are the impact populations that are expected to benefit from the advocacy win? Describe how the win will translate into a better life for people of different genders, ages, and/or other groups. | *In most cases, the impact population will be larger than the direct reach of CARE programs but smaller than the entire population of a country/locality. Examples of an impact population include women smallholder farmers, domestic workers, or resettled refugees. Highlight how the win might benefit different groups in different ways. Gender and age are relevant in all CARE work; other focus areas may vary including ethnicity, disabilities, caste groups, LGBTQIA+, etc.* |
| 1. If the change we influenced is fully implemented and resourced, can you quantify the number of lives that could potentially be improved by this advocacy win? | *Please explain how you calculated this number and disaggregate data by sex, age, and/or other relevant factors. To calculate potential impact, it may be possible to estimate the percentage of an impact population that is likely to benefit. Sometimes impact can be multiplied to include family members or neighbors/villagers of an impact group; we do not distinguish between direct and indirect impact.* |
| **Actual Impact:** | |
| 1. How many people’s lives have improved to date as a result of this advocacy win? Provide available evidence that this impact has been achieved, and describe how people of different genders, ages, and/or other groups have benefited from the win. | *Enter the actual number of people that have been impacted from advocacy wins that have been partially or fully implemented. Explain how you calculated this number and disaggregate data by sex, age, and/or other relevant factors. (Do not count the direct impact of CARE programming conducted prior to or after the advocacy win; that should be reported through PIIRS in the appropriate outcome area.) Include links to human interest stories or other communication pieces that relate to the win.*  *If no actual impact has been achieved yet, skip this section. Go back to it annually to give updated actual impact data and assess sustainability of the win. Evidence is likely to rely on secondary quantitative data (such as national or World Bank statistics) and/or extrapolation from local surveys.* |
| **Reflection and Learning:** | |
| 1. What were the main challenges you faced, and were they overcome? If so, how? | *This ensures that learning from this success can be fed into other work, to improve quality and impact into the future, and serve as powerful evidence for our advocacy & fundraising. Consider both internal and external factors. If some individuals or groups opposed change, identify who they were and how the issue was dealt with.* |
| 1. What influencing tactics were particularly effective/ineffective? | Click or tap here to enter text. |
| 1. What unintended outcomes or unexpected consequences did you observe? | Click or tap here to enter text. |
| 1. What would you do differently next time? | Click or tap here to enter text. |
| 1. What are the next steps or follow-up actions for this advocacy win, such as measurement of actual impact and/or external communications? What resources will be necessary to document impact from the win? | *Take time to consider necessary next steps and follow up. If there’s a lot of work ahead, consider developing an action plan for the coming months with designated roles and responsibilities.* |

***Questions about how to fill out an AIIR Tool?*** Please ask [Andrew Wells-Dang](mailto:andrew.wells-dang@care.org), [Jay Goulden](mailto:goulden@careinternational.org), or [Ximena Echeverria](mailto:Echeverria@careinternational.org). Share your completed draft with them or with your Regional Advocacy Adviser for review.

More information on the AIIR Tool can also be found on [CARE Shares](https://careinternational.sharepoint.com/sites/Global-MEAL-Hub/Shared%20Documents/Forms/AllItems.aspx?viewid=d5e899e4%2Dd526%2D42fb%2D9a7e%2D83498c1df1de&id=%2Fsites%2FGlobal%2DMEAL%2DHub%2FShared%20Documents%2FAIIR%20Tools). A database of completed AIIR Tools is available [here](https://careinternational.sharepoint.com/sites/Global-MEAL-Hub/SitePages/AIIR-Tools(2).aspx). Some AIIRs have become the basis for externally-oriented advocacy success stories such as [this example](https://careinternational.sharepoint.com/sites/Global-MEAL-Hub/Shared%20Documents/Forms/AllItems.aspx?sortField=LinkFilename&isAscending=false&id=%2Fsites%2FGlobal%2DMEAL%2DHub%2FShared%20Documents%2FSuccess%2Dstory%2D%2D%2DEgypt%2Dinheritance%2DFINAL%5F4584%2Epdf&parent=%2Fsites%2FGlobal%2DMEAL%2DHub%2FShared%20Documents) from Egypt.



1. See the [CARE International Advocacy Handbook](https://insights.careinternational.org.uk/media/k2/attachments/CI_Global_Advocacy_Manual_Web.pdf) for more information and definitions of advocacy. [↑](#footnote-ref-1)