

Annex E – Overview of evaluation framework

#	Evaluation questions (as per ToR)	Sub-questions (added by Evaluation Team)
1	Is there evidence that Danish CSOs are effective in engaging an increasing segment of the Danish public around the SDGs, the effects of globalisation, migration issues, international development cooperation and/or development policies as stipulated by the MFA? What can be learned collectively about different approaches?	<ul style="list-style-type: none"> • Is baseline data is available on public engagement reach that CSO can compare current reach against to establish if they reach 'increasing segments'? • What sources of data do CSOs have on audiences and engagement reach versus outputs and intentions? • What are the main approaches to segmentation and ambitions on audience reach by strategic partners and pooled funds?
2	Is there evidence that Danish CSOs are engaging new segments of the Danish public, i.e. through partnerships that differ from traditional partners?	<ul style="list-style-type: none"> • What is the baseline data available to current segments and target groups reached? • Do CSO have ambitions to reach new segments? If yes, which segments are they interested in reaching? • What sources are there on the extent to which CSOs reach new segments?
3	Is there evidence that engaging in public engagement increased public support for overseas development and/or humanitarian assistance?	<ul style="list-style-type: none"> • Is increasing public support for development cooperation an important ambition of CSOs when they engage the public? • How do CSOs assess their own performance in increasing support for development cooperation? • What credible evidence links exposure to public engagement initiatives and changes in attitudes towards development cooperation?
4	Is there evidence that engaging in public engagement helps the work of Danish CSOs overall and/or leads to more pressure on international policies?	<ul style="list-style-type: none"> • Is pressure on international policies an ambition for strategic partners and pooled funds? If yes, what types of policies are prioritised? If yes, how is engagement approached? • What are the indicators of success? • What credible evidence links exposure to public engagement and documentable change of relevance for international policy?
5	To what extent are the organisations reaching the expected level (20%) of own financing? And the 5% expected to be raised in Denmark in the form of cash or similar?	<ul style="list-style-type: none"> • What patterns of fundraising performance can be identified? • What are the key sources of revenue behind overall fundraising results? • How do CSOs assess the benefits and challenges of MFA financial requirements?

	<ul style="list-style-type: none"> • Are there examples of fundraising cooperation between CSOs that could inspire crosslearning between strategic partners and pooled funds?
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Data overview according to summarised evaluation questions

The table below gives an overview of data methods and sources in response to the evaluation questions of the ToR. In fact, the case studies do not all sit easily with one evaluation question only but rather have served to inform assessments more broadly than the somewhat simplified table might suggest.

#	Summarised evaluation questions	Data methods and sources
1	Engaging an increasing segment?	<ul style="list-style-type: none"> • Digital survey comprising all partners. • Data collection, case analysis and review of existing reporting and results documentation. • Interviews, focus groups and self-assessment to attempt to establish a baseline-by-proxy to measure ‘increasing’ up against. • Case study: “War and humanity” – teaching materials for four school subjects (Red Cross) • Case study: Panda Club for young families (WWF)
2	Engaging new segments?	<ul style="list-style-type: none"> • Digital survey comprising all partners. • Analysis of cases • Interviews, focus groups and self-assessments • Case study: Engaging new volunteers platform for Engineers Without Borders (CISU) • Case study: “Recycling for Development” (Danish Mission Council)
3	Increasing public support?	<ul style="list-style-type: none"> • Desk review of documents • CSO survey and self-assessment seminars. • Analysis of five cases and validation through Advisory Panel • Case study: Youth online (PlanBornefonden) • Case study: Family Club (Refugee Council)
4	More pressure on international policies?	<ul style="list-style-type: none"> • Digital survey comprising all partners • Data collection, case analysis and review of documentation • Interviews with CSO advocacy specialists • Case study: Migration and SDGs - Campaign on labour migration policy (DTDA) • Case study: Tax-haven free municipalities (Oxfam-Ibis)

5	Reaching 20% own financing + 5% in DK?	<ul style="list-style-type: none">• Digital survey comprising all partners.• MFA financial data• Interviews with CSOs• Evaluation study incl. review of financial• Budgets, interviews and CSO learning seminar• Case study: Storytelling in 70 second-hand shops (Danmission)• Case study: Free media sponsorship (IMS)
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