

DISCUSSION AND PLANNING GUIDE FOR MOVEMENT MEASUREMENT

Part 1: Discussion questions

How can measuring the growth and health of movements be beneficial? Tools like social network analysis, and the comprehensive movement measurement framework provided by Freedom Fund, can offer a much clearer picture of the structure, composition and unique journey of a movement, along with insights into how to further vitalize it. Use this discussion guide to help your local movement actors explore whether your work is a good candidate for measurement, and to lay out next steps.

By discussing each category of questions as a group, you can gain a shared understanding of the network or movement's basic characteristics, stage of development, impacts, and the types of data that might be most useful to incorporate into your movement strategies and tactics.

1. Network/movement overview

- a. How many distinct movements or networks are currently supported at the hotspot level? Briefly describe these networks, including key characteristics (e.g. composition, size, geographic dispersion) or types (e.g. issue-based, survivor-led, regionally based).
- b. How long has the network(s) or movement(s) been in existence?
- c. Was there any relationship between network actors before FF became involved as a donor? If so, please describe what is known about that period. (Optional)

2. Key characteristics

- a. How would you describe the current stage of the network or movement? (e.g. emerging, growing, rooted, mature, or use your own words)
- b. What would you say are the main strengths of the network or movement? (e.g. breadth, resilience, inclusivity, or use your own words)
- c. Do you believe the hotspot's network of anti-slavery actors qualifies as a movement? Why or why not? (Optional)
- d. Do you see yourself as part of a network or a movement? Why or why not?

3. Impacts and achievements

- a. What would you say are the top three achievements of the network or movement so far?

4. Strengthening the network

- a. What strategies are you currently using to expand and strengthen the hotspot's network of anti-slavery actors? (e.g. CoP convenings, WhatsApp groups, formal partnerships)

Note: This is separate from strategies to strengthen individual grantee partners such as OCAT.

- b. What challenges do you face in expanding and strengthening the hotspot's network of anti-slavery actors?
- c. In what areas do you feel there are blind spots about the network? (e.g. who is in it, potential size, activity levels of members, possible conflicts in opinion)

5. How network map data can help you

- a. This [network map](#) illustrates the relationships within the Freedom Rising program's second Brazilian cohort. Please review it and note any questions or reflections, such as:
 - i. How do you interpret the map?
 - ii. What stands out to you?
 - iii. How could this map be useful for hotspot partners/movement actors?
 - iv. How might you use it in your work?
 - v. What information feels missing or unclear?
- b. What other insights about your network(s) of hotspot partners would be most helpful for taking the next steps in strengthening it? (Optional)

Part 2: Planning worksheets

Use the following templates as needed to focus your priorities and identify some next steps. Refer to the [SNA research tool](#) for more insights into how the dimensions are measured.

Movement priorities and dimensions

Dimensions	Why measuring this matters to our movement	Does our movement already demonstrate this dimension? ¹ (Select Y/N)
Fixed dimensions*		Yes
Shared purpose		Yes
Networked relationships		Yes
Inclusive approach		Yes
Flexible dimensions (up to 3)		
[Option 1]		Yes
[Option 2]		Yes
[Option 3]		Yes

*These are precisely defined in the document "How to use the Toolbank"

Research questions

List possible research questions here, e.g.:

1. What is the movement's current stage of growth (e.g. emerging, rooted, growing)?
 - a. What implications does this have for strengthening the movement?
 - b. What implications does this have for funding the movement?

¹ Movements must demonstrate all three fixed dimensions to be considered for measurement. See [MB measurement: Proposed framework](#)

2. What are the key quantitative (number of connections, network density, etc.) and qualitative (e.g. purpose, outcomes of relationships) characteristics of relationships in the movement?
3. What are the areas of strongest and weakest performance across fixed and flexible dimensions of the movement?
 - a. What implications does this have for strengthening the movement?
 - **Question 1:** [Insert research question here]
 - **Question 2:** [Insert research question here]
 - **Question 3:** [Insert research question here]
 - **Question 4:** [Insert research question here]
 - **Question 5:** [Insert research question here]

Budget²

Category	Description	Amount (currency)
		[Insert amount]
		[Insert amount]
		[Insert amount]
		[Insert amount]
		[Insert amount]
		[Insert amount]
Total budget	Sum of all categories	[Insert total]

² While evaluation budgets sit with FF's research and evaluation team, this template can be used to list specific in-country costs like translation or printing.

Timeline for evaluation activities

Month	Phase	Activity
1	Preparatory	[Insert activity 1]
2	Preparatory	[Insert activity 2]
3	Preparatory	[Insert activity 3]
4	Preparatory	[Insert activity 4]
5	Implementation	[Insert activity 5]
6	Implementation	[Insert activity 6]
7	Implementation	[Insert activity 7]
8	Implementation	[Insert activity 8]
9	Implementation	[Insert activity 9]
10	Implementation	[Insert activity 10]