

MOVEMENT BUILDING MEASUREMENT

Reporting and sensemaking template

About: This template is meant to synthesize key findings and support collective analysis, sensemaking, and storytelling for any evaluation of Freedom Fund’s movement building work. It accompanies the resources in the movement building measurement toolbank (for “fixed” movement dimensions), along with any custom data collection tools (for “flexible” dimensions).

How to use: While designed for use by evaluators, it should support participatory sensemaking of evaluation findings by movement participants, including Freedom Fund’s hotspot actors. Filling the template consists of four steps: (1) reviewing key findings from data collection, (2) defining the stage of movement growth, (3) selecting movement plot points and domains, and (4) incorporating key findings, visualizations, and narrative into the movement plot points template and presentation.

Country: Hotspot/country	
Name of movement:	
Brief description of the movement (e.g. key groups or themes involved)	
Person filling the template:	
Role: (e.g. evaluator, FF staff, partner organization)	
Date modified:	

1 Review key findings from data collection

The first step involves synthesizing and interpreting key findings from all evidence gathered through the movement building measurement toolbank and any custom tools. Key findings can be sourced from the evaluation report or method-specific write-ups. In conversation with participants in sensemaking conversations, evaluators will examine patterns, strengths, gaps, as well as implications for the movement.

Shared purpose			
Key findings	Supporting quantitative data points	Supporting qualitative data points	Visualizations (Include link if possible)

Sensemaking:

(List names of those participating in the sensemaking conversation:)

What patterns, strengths, or gaps are emerging from the key findings?

Why are these key findings significant for the movement?

What might be some effective future actions to strengthen the movement?

What lessons do these key findings contain for Freedom Fund’s overall approach to movement building?

What support/resources do you think will be required to strengthen the movement and from which actors?

Networked relationships

Key findings	Supporting quantitative data points	Supporting qualitative data points	Visualizations (Include link if possible)

Sensemaking:

(List names of those participating in the sensemaking conversation (if different from above):)

What patterns, strengths, or gaps are emerging from the key findings?

Why are these key findings significant for the movement?

What might be some effective future actions to strengthen the movement?

What lessons do these key findings contain for Freedom Fund's overall approach to movement building?

Inclusive approach			
Key findings	Supporting quantitative data points	Supporting qualitative data points	Visualizations (Include link if possible)

Sensemaking:

(List names of those participating in the sensemaking conversation (if different from above):

What patterns, strengths, or gaps are emerging from the key findings?

Why are these key findings significant for the movement?

What might be some effective future actions to strengthen the movement?

What lessons do these key findings contain for Freedom Fund’s overall approach to movement building?

[Other identified dimension]			
Key Findings	Supporting quantitative data points	Supporting qualitative data points	Visualizations (Include link if possible)

Sensemaking:

(List names of those participating in the sensemaking conversation (if different from above):)

What patterns, strengths, or gaps are emerging from the key findings?

Why are these key findings significant for the movement?

What might be some effective future actions to strengthen the movement?

What lessons do these key findings contain for Freedom Fund’s overall approach to movement building?

2 Define the stage of movement growth

Based on the reviewed evidence, evaluators will determine the movement's current phase of development (i.e., emerging, growing, rooted). This classification helps contextualize findings, set realistic expectations, and guide strategic reflection about what the movement most needs at this stage.

Social network analysis scoring

Incorporate scoring results from social network analysis (SNA) tool (pending).

The scoring results identify the movement as: unselected.

Qualitative evidence

Questions	Description	Data source
What, if any, qualitative data points support the scoring results?		
What, if any, qualitative data points support an alternative movement stage?		
What, if any, alternate movement stage is supported by the qualitative results?: <u>unselected</u>		

The combined quantitative and quantitative data identify the movement as (choose 1 only):

- unselected
- In between unselected and unselected
- Both unselected and unselected. Please explain:

3 Select movement plot points and domains

In conversation with participants in the sensemaking process, evaluators will then identify the movement plot point(s) (1-2) that best represent the movement's trajectory within this particular evaluation stage. This step focuses the analysis on the most meaningful dimensions of progress and change and supports a big-picture view of the movement's evolution.

Based on the full descriptions of the movement plot points, including their possible network maps, what movement plot point is best supported by this data?

[Insert plot point title and description]

Is this plot point consistent with the stage of movement growth identified in Step 2?

Note: While it is unlikely that there would be divergence, if there is, the stage of network growth defined in Step 2 will take precedence.

Why or why not?

Movement dimensions and domains

Dimension	Selected domains	Data source (e.g. SNA, case studies)
Network overview		
Comprehensive map view, all connections shown		SNA
Fixed dimensions		
Shared purpose		
Networked relationships		
Inclusive approach		
Flexible dimensions		

4 Incorporate key findings, visualizations, and narrative into movement plot points template and presentation

Finally, key insights, evidence, and data visualizations will be translated into an involving story-based presentation, using the movement plot presentation template. The goal is to support collective sensemaking and a big-picture view among evaluators, research participants, and other stakeholders (including hotspot actors), as they gain a better understanding of how movements as a whole tend to operate at this stage.

Narrative

What does this plot point look like in [country/movement name at evaluation stage]

Suggested questions for exploration (Think like a storyteller):

- Who are the main actors?
- What kind of collective action are they undertaking?
- What has been the defining struggle of this movement?
- Describe external as well as internal or intangible factors that may help or hinder the movement.
- What has been the turning point for this movement? How is the struggle being resolved? Or is resolution uncertain?

Templates	
Link/document	Notes
Social network analysis research tool	
Movement plots	
Canva presentation	Title slides for baseline, midline, and endline evaluations have been labelled for easier reference.
Kumu presentation	Slides on how to upload Canva slides/images to Kumu are in the Appendix section of the Canva presentation.