



AIUSA'S STRATEGIC APPROACH TO CREATING AND EVALUATING IMPACT



WHO WE ARE

Amnesty International is a global movement that engages millions of supporters to protect the human rights of all people. We conduct research to document evidence of human rights abuses—which is then used to educate the public, mobilize and empower activists, and influence policy.

Amnesty International USA (AIUSA) is Amnesty's largest country section, protecting human rights both in the United States and abroad.

OUR IMPACT AND LEARNING FRAMEWORK

AIUSA's contribution to the human rights movement is assessed based on the actors that AIUSA works with to generate impact. Applying an outcome mapping approach, we evaluate changes in behavior and relationships, including actions or activities of the people, groups, and organizations that we work with directly and target.

What do we mean by impact?

"A tangible change in the awareness, behavior, or action of a specific actor relevant to the human rights violation being addressed."

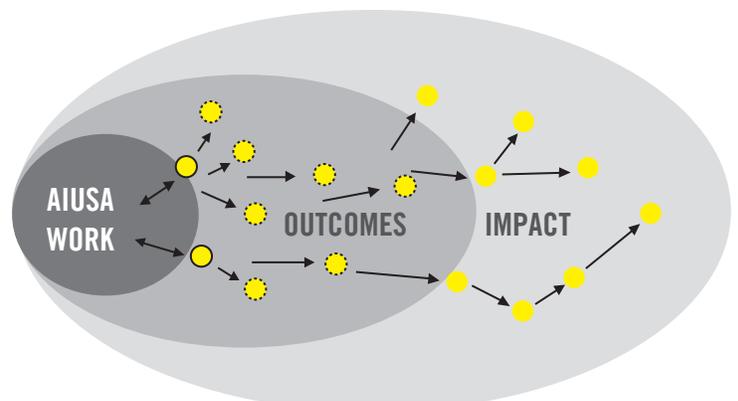
– Amnesty International

Since the nature of human rights impact is complex and systemic, we focus our efforts on monitoring changes observed among our actors and implementing strategic learning to adapt and innovate our tactics.

What do we mean by actor?

Any individual or group we seek to influence to advance our human rights mission. This includes:

- Actors we work together with: NGOs, coalitions, Amnesty members, and members of Congress.
- Actors that we target: government officials, media agencies, corporations, and human rights abusers.
- Actors that we intend to benefit through our AIUSA work: rights holders.





WHAT IS OUR ADDED VALUE?

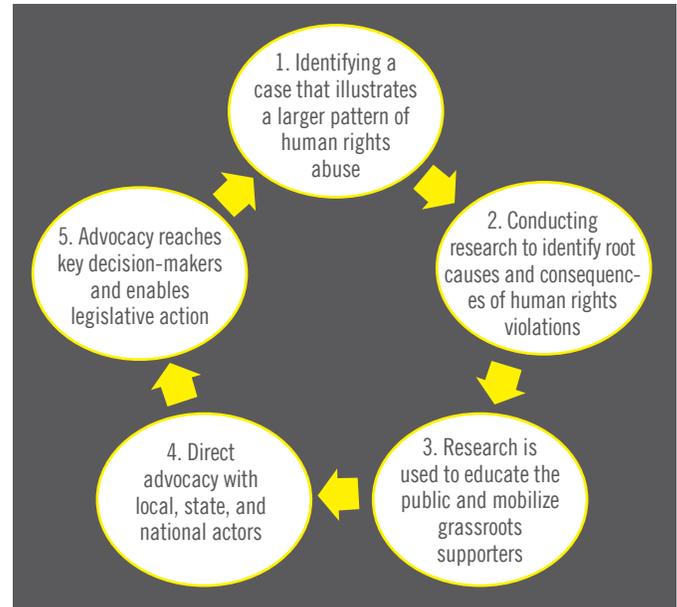
Based on our teams' reflections and external stakeholders' feedback, we understand how AIUSA adds value in the ecosystem of social change.

- **We provide legal analysis of national laws that are used to demand change and undertake advocacy.** This is often linked to technical expertise on a specific issue and how Amnesty can connect it to a human rights framework.
- **We leverage our brand and ability to expose violations.** Smaller civil society organizations (CSOs) would not be able to highlight human rights abuses the same way, due to limited technical capabilities or fear of retaliation.
- **We monitor and document human rights violations over a long-term period.** Our external partners have told us that this has been instrumental in increasing accountability at a national level.
- **We train our supporters on how to become human rights activists.** We provide toolkits and online courses, equipping them with the skills to advocate on human rights issues locally, nationally, and globally.

HOW DO WE MEASURE SUCCESS?

Our monitoring, evaluation, and learning (MEL) practices allow us to advance the effectiveness of our work, adapt to the rapidly shifting contexts of which we operate in, and demonstrate accountability.

- **We harness best practices that have emerged from our International Secretariat and other national sections.** We apply learnings from other sections to determine their feasibility within our US section.
- **We internally monitor and evaluate AIUSA's tactics and our progress toward annual objectives.** Our Impact and Learning unit is a separate entity from campaigns and programs; this unit serves to provide in-house expertise and technical assistance to help staff measure their project performance and respond to learning opportunities. Our outcome mapping approach helps us set progress markers that we track to acknowledge successes and improve our strategies.
- **We work with external partners to evaluate our key campaigns and programmatic areas.** We commission evaluation experts to provide us with independent and objective analyses of our work.



EXAMPLES OF KEY TACTICS AND OUTCOMES

AIUSA tactics contributed to many key accomplishments in 2018-19, some of which include:

- **Lobbying for the BURMA Act of 2018:** AIUSA advocated for the BURMA Act as part of its Lobby Day 2018 efforts. This bill provides humanitarian assistance for Burma (Myanmar) and Bangladesh and imposes sanctions on Burmese military officials responsible for human rights abuses. The Act passed the House in July 2019 after continuous pressure from AIUSA. Eliot Engel, Chairman of the House Committee on Foreign Affairs, specifically thanked AIUSA for endorsing the bill.
- **Raising public awareness of the mass displacement of refugees in Lebanon and Jordan:** AIUSA's research team executed a field mission to conduct interviews with refugee families and other human rights experts—examining the implications of US policies on migrant populations and providing recommendations to key decision-makers. Media coverage has included op-eds and interviews with news channels including ABC News and Newsweek.
- **Training youth activists about reproductive health care rights.** As sexual and reproductive rights come under even greater threat, AIUSA youth trainers trained over 100 youth activists across the country to know and claim their reproductive rights in their communities. Additionally, 18 new youth leaders were trained to be SRR trainers and will be training hundreds of other youth in the Fall and Spring.

CONTACT US to learn more about how we measure our success, contact Zehra Mirza our Senior Manager of Impact and Learning: zmirza@aiusa.org